

# Postgraduate Certificate Operational Packaging Development



## Postgraduate Certificate Operational Packaging Development

- » Modality: online
- » Duration: 6 weeks
- » Certificate: TECH Technological University
- » Dedication: 16h/week
- » Schedule: at your own pace
- » Exams: online

Website: [www.techtute.com/in/design/postgraduate-certificate/operational-packaging-development](http://www.techtute.com/in/design/postgraduate-certificate/operational-packaging-development)

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# 01

# Introduction

That final image that the user sees when buying a product requires an exhaustive previous work and study, which involves not only designing an attractive packaging that identifies with the article, but an operational vision that is complemented with the legal aspects to be taken into account in the environment of the profession, with prototyping techniques and product development that is finally applied to the packaging. This is how this specific program on Operational Packaging Development has been designed, with the aim of providing the professional with all the necessary knowledge to broaden this perspective, through the most innovative methodology based on Relearning and 100% online.



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*Broaden your vision on the integration of operability in packaging design”*

Packaging design is a science between beauty and operability, which responds to a complex and coordinated system of storage and distribution. Goods must be stored in a warehouse, so certain types of paint or materials cannot be used, which disappear or deteriorate due to friction or the passage of time; and therefore, the place of design within the entire supply chain of a product must be understood in depth.

This Postgraduate Certificate addresses the value chain of Packaging, the life cycle of a package, its functionality, the integration of operability in design, Retail and e-commerce, industrial Packaging, innovation in Packaging design, shipment management in the online channel, primary, secondary and tertiary packaging in the Packaging system, legal and regulatory aspects until reaching the analysis of the profession of the Packaging designer, among other aspects developed throughout the program that have to do directly with the Operational Development of Packaging.

All this, through an innovative methodology of study totally online, based on Relearning that allows the professional a continuous and efficient education, by means of varied multimedia resources and diversity of specialized content available from the first day for review or download, from any device with an Internet connection. With the guidance of professional experts, who will help you meet the objectives in 6 weeks of study.

This **Postgraduate Certificate in Operational Packaging Development** contains the most complete and up-to-date program on the market. The most important features include:

- ♦ The development of practical cases presented by experts in Design, Marketing and Communication
- ♦ The graphic, schematic, and practical contents with which they are created, provide scientific and practical information on the disciplines that are essential for professional practice
- ♦ Practical exercises where the self-assessment process can be carried out to improve learning
- ♦ Its special emphasis on innovative methodologies
- ♦ Theoretical lessons, questions to the expert, debate forums on controversial topics, and individual reflection assignments
- ♦ Content that is accessible from any fixed or portable device with an Internet connection



*Empower all your creativity and ability to prepare yourself in Operational Packaging Development, with this 100% online program"*

“

*The methodology implemented by TECH: Relearning, allows you to integrate the knowledge in an optimal way and successfully achieve the learning outcomes”*

The program's teaching staff includes professionals from sector who contribute their work experience to this program, as well as renowned specialists from leading societies and prestigious universities.

The multimedia content, developed with the latest educational technology, will provide the professional with situated and contextual learning, i.e., a simulated environment that will provide immersive education programmed to learn in real situations.

This program is designed around Problem-Based Learning, whereby the professional must try to solve the different professional practice situations that arise during the academic year. For this purpose, the student will be assisted by an innovative interactive video system created by renowned and experienced experts.

*Learn how to develop the design concept in an organized way through techniques such as: OKR, Framing or Canvas.*

*With this program, you will identify the role of design within the merchandise supply chain.*



# 02 Objectives

The main objective of this Postgraduate Certificate in Operational Packaging Development is to provide the professional with the latest knowledge and techniques in this area, so that they can incorporate them into their work immediately. In this way, they will experience rapid progress thanks to the large number of advanced solutions that they will offer to their clients or employers in the development of creative and functional ideas.





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*Do you want to specialize in Operational Packaging Development? This Postgraduate Certificate is for you. Enroll and graduate in 6 weeks”*



## General Objectives

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- ♦ Master the tools of packaging design and digital illustration through the use of Adobe Illustrator software
- ♦ Create a conceptual, experimental and/or commercial visual identity adapted to all kinds of products
- ♦ Management of a complete packaging project and a customized portfolio
- ♦ Assimilate the product value chain in a comprehensive manner: from design to opening the package at home or sale in the store
- ♦ Generate branding and marketing strategies through the use of Big Data and continuous assessment
- ♦ Design all packaging structures with advanced knowledge of their materials and real-life applications
- ♦ Handle Ecopackaging and the materials involved in the design of product packaging
- ♦ Apply packaging design from mass consumption to cosmetics, jewelry or gourmet products and the luxury packaging market





## Specific Objectives

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- ◆ Identify the role of design within the commodity supply chain
- ◆ Manage product development, prototyping and testing techniques to be applied to packaging design
- ◆ Increase the student's visionary design skills through a global perspective of the "package journey"
- ◆ Incorporate all legal and regulatory knowledge on the use and exploitation of intellectual property
- ◆ Master your role as a designer and improve your working relationships



*If you want to stand out in your work environment, specialize in specific fields such as this program in Operational Packaging Development. Enroll now"*

03

# Course Management

Professionals with more than 15 years of experience in communication, visual arts, marketing and operations lead this program and will be in charge of transmitting all their knowledge and experience, through innovative methods so that the student learns effectively the subjects of study and manages to integrate them in parallel to their professional performance.



## STEP 4

Fusce id aliquam felis.  
Donec scelerisque mas-  
sa at est vestibulum sem-  
per.

“

*Interacting with expert teachers will give  
you a unique professional background  
thanks to this program"*

## Management



### Ms. García Barriga, María

- Communicator at RTVE
- Communicator at Telemadrid
- University Teacher
- Author of The Pattern of Eternity: Creating a Spiral Identity for Automating Fashion Trends
- Communication, Marketing and Social Campaigns. Arts Heritage - Digital Marketing
- Editor-in-Chief. Chroma Press
- Marketing and Social Media Account Executive. Servicecom
- Web Content Editor. Premium Difusión, Diario Siglo XXI and Magazine Of Managers
- PhD, Design and Marketing Data. Polytechnic University of Madrid
- Bachelor's Degree in Information Sciences, Communications, Marketing and Advertising. Complutense University of Madrid
- Postgraduate Degree in Marketing and Communication in Fashion and Luxury companies. Complutense University of Madrid
- Certified in Data Analysis & Creativity with Python in China
- MBA Fashion Business School, the Fashion Business School of the University of Navarra



## Professors

### Mr. Holgueras, Javier

- ♦ Zalando Supply Chain Management Planner
- ♦ Business Analyst for Apple in its Irish headquarters
- ♦ Market Manager for Kellogg's
- ♦ Sales and development revenue planner for Mondelēz International
- ♦ Execution Manager for Colgate-Palmolive
- ♦ Master's Degree in Big Data and Business Analytics for School of Industrial Organization
- ♦ Master's Degree in Industrial Engineering from the University of Valladolid
- ♦ Degree in Economics from the National Distance Education University

# 04

## Structure and Content

This program has a specialized syllabus in Operational Packaging Development, with a theoretical and practical content that provides the student with techniques, tools and knowledge for the development of skills and their effective implementation. Thanks to the practical exercises and interactive content available from day one for download or consultation from TECH's virtual platform.



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*Learn from experts in Operational Packaging Development and with the convenience offered by the online study system"*

## Module 1. Operational Packaging Development

- 1.1. The Packaging Value Chain
  - 1.1.1. Wrapper Life Cycle
  - 1.1.2. Functionality
  - 1.1.3. The Role of Design in the Supply Chain
- 1.2. Stock Packaging
  - 1.2.1. Storage
  - 1.2.2. Distribution: Tracking and Tracing
  - 1.2.3. The Integration of Operability into the Design
- 1.3. Retail and E-Commerce
  - 1.3.1. The New Reality of Packaging in Physical Stores
  - 1.3.2. Concept Stores
  - 1.3.3. In-Home Package Design (In Focus: Standardization vs. Personalization)
- 1.4. Industrial Packaging
  - 1.4.1. Cost Analysis
  - 1.4.2. Limits in Packaging Design
  - 1.4.3. Packaging Process Assessment
- 1.5. Innovation in Packaging Design
  - 1.5.1. Evolution of the Concept of Packaging
  - 1.5.2. Quality of the Packaging
  - 1.5.3. Shipment Management for Online Channels
- 1.6. Packaging Strategy
  - 1.6.1. Primary, Secondary and Tertiary Packaging in the Packaging System
  - 1.6.2. Product Manufacturer and Packaging Designer
  - 1.6.3. Decision-Making
- 1.7. Concept Development
  - 1.7.1. OKR Technique (Objectives and Key Results)
  - 1.7.2. Framing Techniques
  - 1.7.3. Canvas Technique



- 1.8. The Design Product
  - 1.8.1. Prototyping (Story Map + Live Data)
  - 1.8.2. Testing (Concierge Test + Usability/Reliability/Behavioral)
  - 1.8.3. Assessment
- 1.9. Legal and Regulatory Aspects
  - 1.9.1. Intellectual Property
  - 1.9.2. Forgery
  - 1.9.3. Confidentiality
- 1.10. The Packaging Designer's Profession
  - 1.10.1. Stakeholders
  - 1.10.2. Workplace Environment
  - 1.10.3. Work Relationships with Customers



*Enroll now and achieve your Operational Packaging Development qualification. Connect from the comfort of your favorite device and location"*



# 05 Methodology

This academic program offers students a different way of learning. Our methodology uses a cyclical learning approach: **Relearning**.

This teaching system is used, for example, in the most prestigious medical schools in the world, and major publications such as the **New England Journal of Medicine** have considered it to be one of the most effective.



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*Discover Relearning, a system that abandons conventional linear learning, to take you through cyclical teaching systems: a way of learning that has proven to be extremely effective, especially in subjects that require memorization"*

## Case Study to contextualize all content

Our program offers a revolutionary approach to developing skills and knowledge. Our goal is to strengthen skills in a changing, competitive, and highly demanding environment.

“*At TECH, you will experience a learning methodology that is shaking the foundations of traditional universities around the world*”



*You will have access to a learning system based on repetition, with natural and progressive teaching throughout the entire syllabus.*



*The student will learn to solve complex situations in real business environments through collaborative activities and real cases.*

### A learning method that is different and innovative

This TECH program is an intensive educational program, created from scratch, which presents the most demanding challenges and decisions in this field, both nationally and internationally. This methodology promotes personal and professional growth, representing a significant step towards success. The case method, a technique that lays the foundation for this content, ensures that the most current economic, social and professional reality is taken into account.

“*Our program prepares you to face new challenges in uncertain environments and achieve success in your career”*

The case method is the most widely used learning system in the best faculties in the world. The case method was developed in 1912 so that law students would not only learn the law based on theoretical content. It consisted of presenting students with real-life, complex situations for them to make informed decisions and value judgments on how to resolve them. In 1924, Harvard adopted it as a standard teaching method.

What should a professional do in a given situation? This is the question we face in the case method, an action-oriented learning method. Throughout the program, the studies will be presented with multiple real cases. They will have to combine all their knowledge and research, and argue and defend their ideas and decisions.

## Relearning Methodology

TECH effectively combines the Case Study methodology with a 100% online learning system based on repetition, which combines 8 different teaching elements in each lesson.

We enhance the Case Study with the best 100% online teaching method: Relearning.

*In 2019, we obtained the best learning results of all online universities in the world.*

At TECH you will learn using a cutting-edge methodology designed to train the executives of the future. This method, at the forefront of international teaching, is called Relearning.

Our university is the only one in the world authorized to employ this successful method. In 2019, we managed to improve our students' overall satisfaction levels (teaching quality, quality of materials, course structure, objectives...) based on the best online university indicators.



In our program, learning is not a linear process, but rather a spiral (learn, unlearn, forget, and re-learn). Therefore, we combine each of these elements concentrically.

With this methodology we have trained more than 650,000 university graduates with unprecedented success in fields as diverse as biochemistry, genetics, surgery, international law, management skills, sports science, philosophy, law, engineering, journalism, history, markets, and financial instruments. All this in a highly demanding environment, where the students have a strong socio-economic profile and an average age of 43.5 years.

*Relearning will allow you to learn with less effort and better performance, involving you more in your training, developing a critical mindset, defending arguments, and contrasting opinions: a direct equation for success.*

From the latest scientific evidence in the field of neuroscience, not only do we know how to organize information, ideas, images and memories, but we know that the place and context where we have learned something is fundamental for us to be able to remember it and store it in the hippocampus, to retain it in our long-term memory.

In this way, and in what is called neurocognitive context-dependent e-learning, the different elements in our program are connected to the context where the individual carries out their professional activity.



This program offers the best educational material, prepared with professionals in mind:



#### Study Material

All teaching material is produced by the specialists who teach the course, specifically for the course, so that the teaching content is highly specific and precise.

These contents are then applied to the audiovisual format, to create the TECH online working method. All this, with the latest techniques that offer high quality pieces in each and every one of the materials that are made available to the student.



#### Classes

There is scientific evidence suggesting that observing third-party experts can be useful.

Learning from an Expert strengthens knowledge and memory, and generates confidence in future difficult decisions.



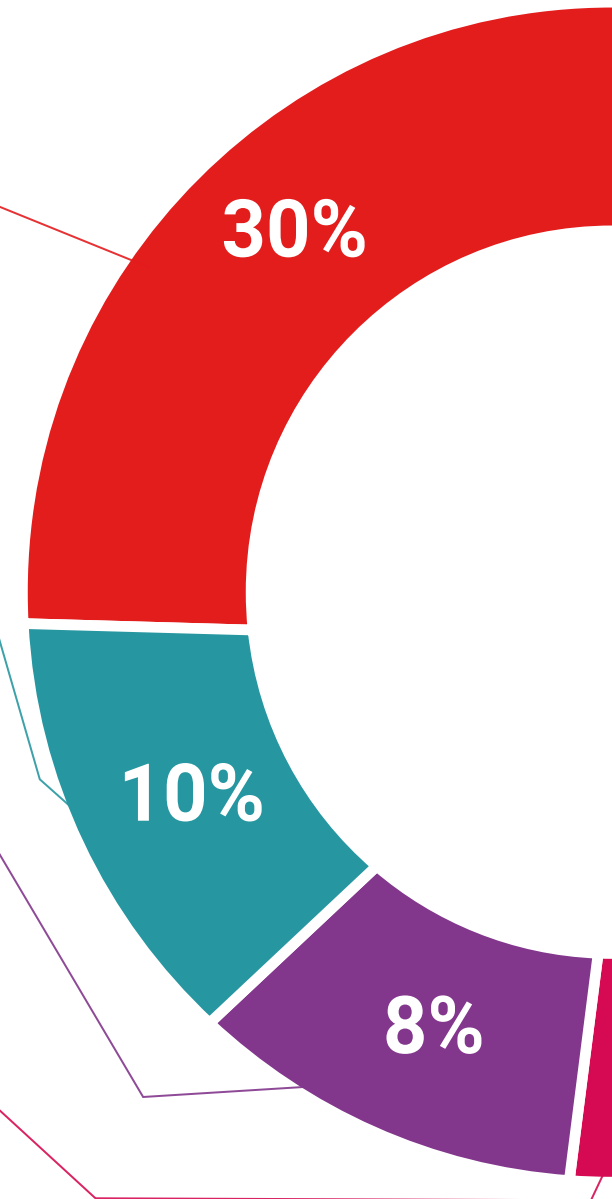
#### Practising Skills and Abilities

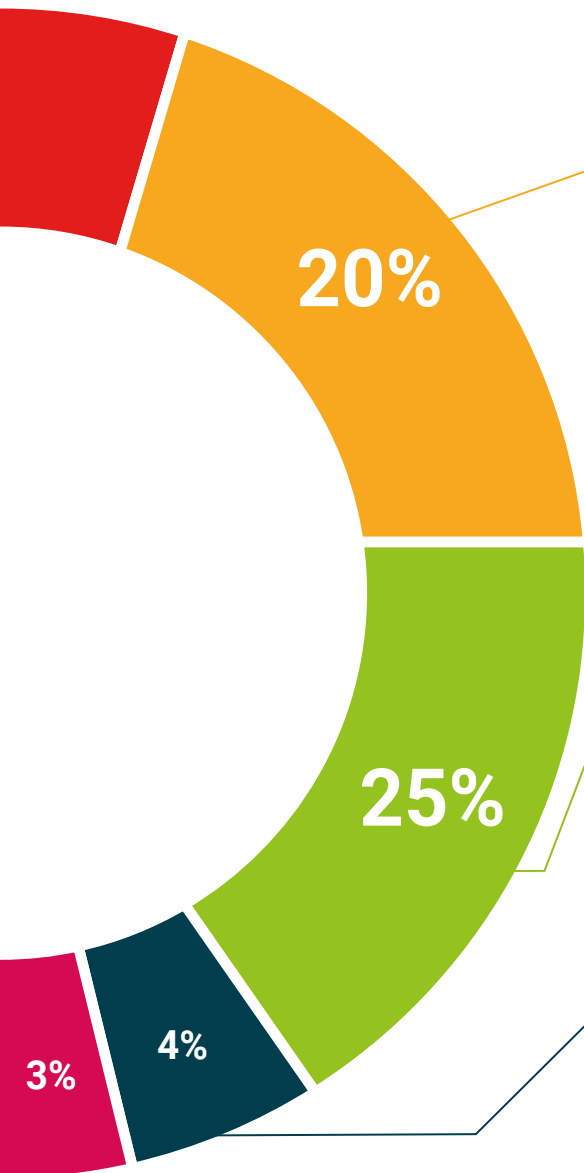
They will carry out activities to develop specific skills and abilities in each subject area. Exercises and activities to acquire and develop the skills and abilities that a specialist needs to develop in the context of the globalization that we are experiencing.



#### Additional Reading

Recent articles, consensus documents and international guidelines, among others. In TECH's virtual library, students will have access to everything they need to complete their course.





#### Case Studies

Students will complete a selection of the best case studies chosen specifically for this program. Cases that are presented, analyzed, and supervised by the best specialists in the world.



#### Interactive Summaries

The TECH team presents the contents attractively and dynamically in multimedia lessons that include audio, videos, images, diagrams, and concept maps in order to reinforce knowledge.

This exclusive educational system for presenting multimedia content was awarded by Microsoft as a "European Success Story".



#### Testing & Retesting

We periodically evaluate and re-evaluate students' knowledge throughout the program, through assessment and self-assessment activities and exercises, so that they can see how they are achieving their goals.



# 06 Certificate

The Postgraduate Certificate in Operational Packaging Development guarantees students, in addition to the most rigorous and up-to-date education, access to a Postgraduate Certificate issued by TECH Technological University.



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*Successfully complete this program and receive your university qualification without having to travel or fill out laborious paperwork”*

This **Postgraduate Certificate in Operational Packaging Development** contains the most complete and up-to-date program on the market.

After the student has passed the assessments, they will receive their corresponding **Postgraduate Certificate** issued by **TECH Technological University** via tracked delivery\*.

The certificate issued by **TECH Technological University** will reflect the qualification obtained in the Postgraduate Certificate, and meets the requirements commonly demanded by labor exchanges, competitive examinations, and professional career evaluation committees.

Title: **Postgraduate Certificate in Operational Packaging Development**

Official N° of hours: **150 h.**



\*Apostille Convention. In the event that the student wishes to have their paper certificate issued with an apostille, TECH EDUCATION will make the necessary arrangements to obtain it, at an additional cost.



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