

U24PT2E01	TITLE	CREDITS 2 (2Th)
To be decided	Packaging as a Marketing Tool (Sem-II OE)	
Course objectives:	1. Learn and understand the importance of packaging as a marketing tool	
Course Outcomes:	Learners will be able to: 1. Explain the importance of packaging in branding and sales. 2. Describe how value addition, premiumization improves product sales. 3. Elaborate on the concepts of packaging sustainability and costs. 4. Explain relationship between a retailer / wholesaler and packaging.	
Unit I: Introduction, Sales, Premiumisation, Brand Value, New Development		Lectures 15
<ul style="list-style-type: none"> • Packaging as Marketing Tool: Integrated Marketing, Cost-Effectiveness, Profit, Packaging Overview, Case Study • Increasing Sales: Competitive Strategy, New Markets, Product Variants, Promotions, Added Value, Packaging Size-Changes, Case study. • Premium Products: Product/Pack Differentiation, Packaging Design Information, Design Phase • Added Value & Consumer Convenience, Brand Values – Branding & Brand Levels. • New Product Development: Pack Presentation Packaging / Product Opportunities, Case Studies. 		
Unit II: Retailer Acceptance, Material Costs, Packaging Methods, Distribution		Lectures 15
<ul style="list-style-type: none"> • Packaging & the retailer, Retailer Viewpoint, Relationships. Case study • Reducing Material Costs / Alternative and Eco-friendly materials. Case study • Packaging Methods – Rigid / Flexible, Boxes, Flowraps, Bottles / Jars, Thermoform fill seal, Composite containers, Bags, etc. • Rationalisation: Dimensions, styles, materials, methods & components • Warehousing & Physical Distribution: Tackling Transit Hazards • Product / Pack Size: Large / Small / Multipacks/ Variety pack & kits • Design innovation & research in Packaging. 		

References:

1. Stewart B. "Packaging as an effective Marketing Tool", Pira International, 1995
2. Soroka W., "Fundamentals of Packaging Technology", 3rd Ed, IoPP, 2002.
3. Paine F. A., "The Packaging User's Handbook", 1st Ed, Blackie Academic & Professional, 1991.
4. Byett J. et al., "Packaging Technology", 2nd Ed, The Institute of Packaging (SA), 2001.
5. Selke, S. E. M., Culter, J. D. and Hernandez, R. J., "Plastics Packaging: Properties, processing, Applications and Regulation", Carl Hanser Verlag, USA, 2004.
6. Joseph F. H, Robert J. K, Hallie F, "Handbook of Package Engineering", Third Edition, Technomic Publishing, 1998.
7. Yam K. L., "The Wiley Encyclopedia of Packaging Technology", Third Edition, Wiley, 2009.

The scheme of examination shall be divided into two parts:

Internal Examination 40% i.e. 20 Marks

Semester-end Examination 60% i.e. 30 Marks

(A) Internal Assessment 40 Marks:

Description	Marks
Internal Test of 10 Marks	10
Q.1 MCQs or True / False - 5 Marks	
Q.2 Attempt one out of 2 question (5 Marks each) - 5 Marks	
Attendance & Class Behaviour	10
Total	20

(B) Semester end examination 60 Marks:

Duration - 1 Hour	Total Marks - 30
Q.1. (A) OR (B) – 10 Marks each	10
Q.2. (A) OR (B) – 10 Marks each	10
Q.3. (A) OR (B) – 10 Marks each	10
Total	30
Note: Q.1, 2 may be divided into sub-questions if required Q.3 may include theory (short notes) or case study in one of the options.	

Passing Criteria: Minimum 40% in Internal (8 out of 20) and 40% (12 out of 30) in end semester examination