Postgraduate Certificate
Packaging and Design in Fast-Moving Consumer Goods

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Postgraduate Certificate
Packaging and Design in Fast-Moving Consumer Goods

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

Website: **www.techtitute.com/pk/design/postgraduate-certificate/packaging-design-fast-moving-consumer-goods**

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01
Introduction

The packaging of food and consumer products requires differentiated packaging structures that comply with an original design, but allow the customer to enjoy the product on a daily basis without losing the quality of the content or its properties. The new trends towards sustainability and Ecopackaging require expanding the skills and creativity of today's designer. That is why it is necessary for the professional in charge of designing packaging to update their knowledge and for this reason, this specific program has been created in 100% online mode and with the most innovative methodology based on Relearning, to achieve their qualification in 6 weeks.

Analyzing the Packaging of the Fast-Moving Consumer Goods sector in the present and future will be the basis of this program, so that you can excel in tomorrow's projects"

One sector that has been reluctant to evolve is the Packaging and Design in Fast-Moving Consumer Goods, but new trends impose the need for more sustainable designs that maintain the essence of the product. Undoubtedly, the new regulation that all plastic packaging must be recyclable by 2030, has raised new scenarios of packaging design, based on the composition of food looking to a future that incorporates nanotechnology to regulate the temperature or the replacement of labels by QR codes.

What is not debatable so far is that packaging for mass consumption must maintain transparency as a maxim and its information must be transmitted in an efficient, reliable and unmistakable way, giving its design an added value that differentiates it from the private label market. Among the new ways of packaging products, there are intelligent packages that allow cooling or heating without implementing other utensils.

In this Postgraduate Certificate, the professional will find the appropriate content to develop efficiently in this sector. The syllabus is based on new food packaging, interactive packaging, delving into the user experience, preserving the traditional transparency of this sector and its commercial essence, as well as versatility, imposing modernity and sustainability.

All this, through an innovative methodology of study, totally online, based on Relearning method that allows the professional a continuous and efficient education, through 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 Packaging and Design in Fast-Moving Consumer Goods** 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

Incorporate nanotechnology and interactive packaging techniques in your FMCG Packaging and Design projects, thanks to what you have learned in this program"

"Understand the needs of the food product and its preservation, transportation and storage conditions without losing style and sustainability in your packaging design"

Boost all your creativity and ability to develop in Packaging and Design in FMCG, with this 100% online refresher program.

TECH has the most modern and specialized educational proposal in today's university environment. Start now.

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.
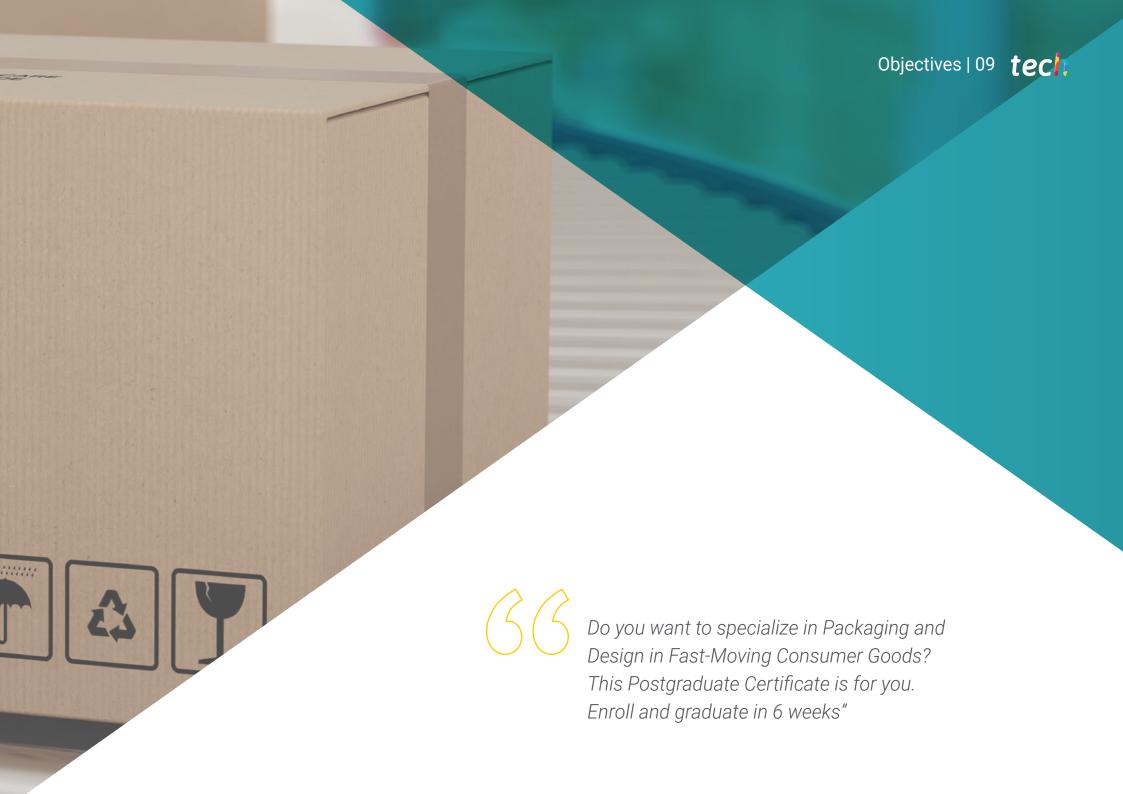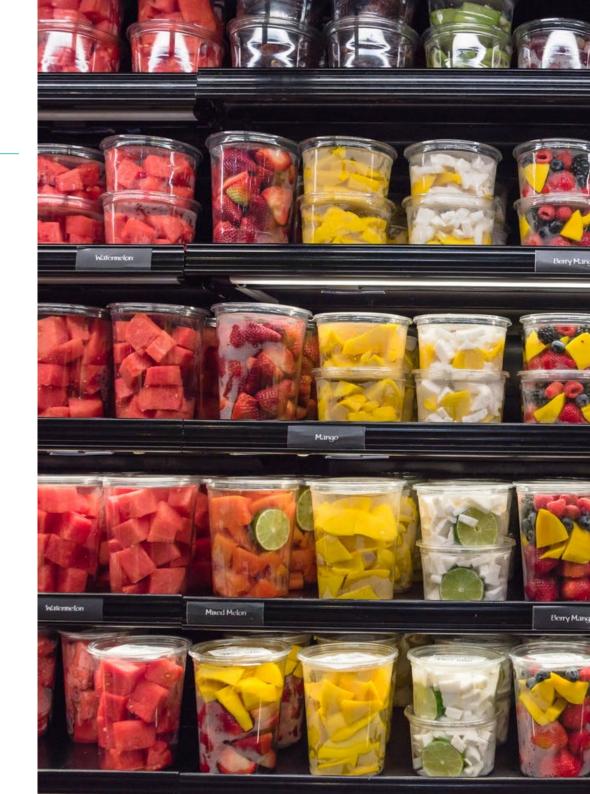
This program is designed around Problem-Based Learning, whereby the professional must try to solve the different professional practice situations that arise during the academic year This will be done with the help of an innovative system of interactive videos made by renowned experts.

02
Objectives

The main objective of this Postgraduate Certificate in Packaging and Design in Fast-Moving Consumer Goods is to provide the professional with the latest knowledge and techniques in this area, focused on balancing the functional, sustainable and aesthetic, without losing the essence of transparency, so that they can incorporate them into their work immediately. In this way, they will experience rapid progress thanks to the many advanced solutions you will offer to your clients or employers in the development of creative and functional ideas.

Do you want to specialize in Packaging and Design in Fast-Moving Consumer Goods? This Postgraduate Certificate is for you. Enroll and graduate in 6 weeks"

General Objectives

- 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

♦ Generate transparency and efficiency in food packaging, determining factors in the correct development of our physical health

♦ Incorporate nanotechnology and interactive packaging techniques into the mass consumption market as part of a constant innovation strategy

♦ Assimilate the needs of the food product and its preservation, transportation and storage conditions

♦ Analyze the results of the packaging design from a functional as well as an aesthetic perspective

♦ Manage personalization trends in the field of design for brands and mass consumption audiences

Specializing in the FMCG packaging design sector will make you stand out in a competitive work environment"

03
Course Management

High level professionals, experts in communication, visual arts and marketing with more than 15 years of experience, 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.

Professionals with a reputable curriculum, provide a seal of quality to the content of 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

Ms. Macías, Lola

- Internationalization Consultant at Thinking Out
- Internationalization Consultant certified by the Valencian Institute of Business Competitiveness
- Coordinator of the Textile Market Observatory at AITEX
- Professor of International Trade and Marketing and Advertising at the European University of Valencia
- Professor of Internationalization and Strategic Business Management at the CEU Cardenal Herrera University
- PhD in Marketing at the University of Valencia
- Degree in Business Administration and Management from the University of Valencia
- Master's Degree in Management and Administration of Commercial Companies from the University of Paris
- Master's Degree in Teacher Training for Secondary, Baccalaureate and Vocational Training from the Catholic University of Valencia
- Master's Degree in Fashion, Design and Operations Management by AITEX

04
Structure and Content

This Postgraduate Certificate has been designed for today's professional who works in the world of design and wants to focus on the Packaging sector, with a specialized agenda in Packaging and Design in FMCG, for the mastery of techniques, tools, to the development of skills with the implementation in an effective way. Thanks to the practical exercises and interactive content that make the user experience much more agile, available from day one for download or consultation from TECH's modern virtual campus.

Experience what's new with this specialized program in Packaging and Design in Fast-Moving Consumer Goods, 100% online and with the guidance of experts"

You are one click away from professional advancement. Enroll now and achieve your Packaging and Design in Fast-Moving Consumer Goods education"

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.

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.
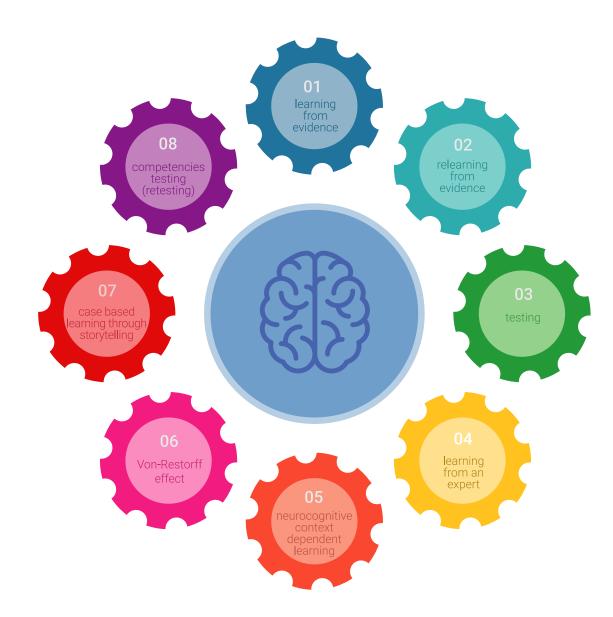
Relearning Methodology

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.

01 learning from evidence

02 relearning from evidence

03 testing

04 learning from an expert

05 neurocognitive context dependent learning

06 Von-Restorff effect

07 case based learning through storytelling

08 competencies testing (retesting)

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.
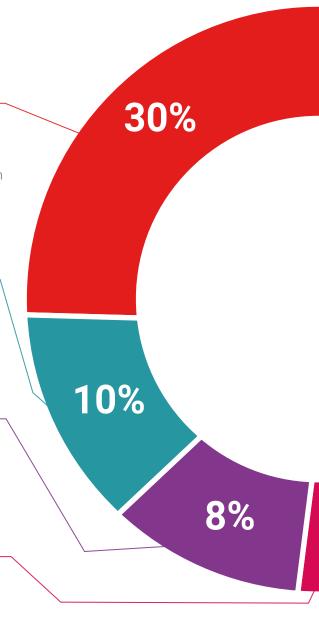
Practising Skills and Abilities

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.

30%

10%

8%

20%

25%

4%

3%

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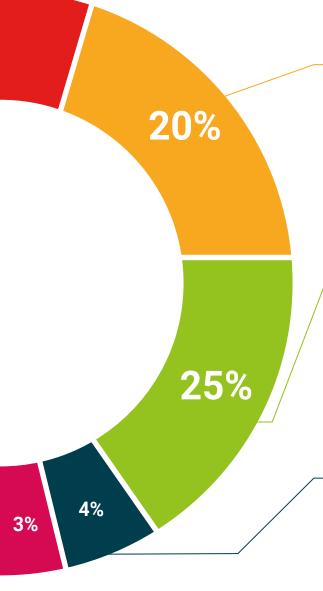
This exclusive educational system for presenting multimedia content was awarded by Microsoft as a "European Success Story".

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 Packaging and Design in Fast-Moving Consumer Goods guarantees students, in addition to the most rigorous and up-to-date education, access to a Postgraduate Certificate issued by TECH Technological University.

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

This **Postgraduate Certificate in Packaging and Design in Fast-Moving Consumer Goods** 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 Packaging and Design in Fast-Moving Consumer Goods**

Official N° of hours: **150 h.**

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Awards the following
CERTIFICATE
to
Mr./Ms. _____, with identification number _____.
For having passed and accredited the following program

POSTGRADUATE CERTIFICATE
in
Packaging and Design in Fast-Moving
Consumer Goods

This is a qualification awarded by this University, equivalent to 150 hours, with a start date of dd/mm/yyyy and an end date of dd/mm/yyyy.

TECH is a Private Institution of Higher Education recognized by the Ministry of Public Education as of June 28, 2018.

June 17, 2020

Tere Guevara Navarro
Dean

Unique TECH Code: AFWORD23S   techtitute.com/certificates

*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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