

V I P P

SUMMER  
SCHOOL

2024

# MODERN PACKAGING



## COURSE OUTLINE

Although we should not judge a book by its cover, we have to admit that in today's competitive commercial world, appearance and presentation influence our decision on most of our purchases. Well-designed attractive packaging will boost sales. But packaging as a science goes beyond the look. It is about function, material, safety, environment and waste, as well as culture and cost. Different products come with different packaging in terms of size, weight, shape, color, and material.

This is an intensive summer school program with a focus on modern packaging and the fundamentals of packaging science. Students will be working on packaging science and design related projects in small teams, as well as exploring local packaging suppliers. The program offers full insight into all aspects of packaging, including function, materials, systems and processes, distribution, and more. The program will be delivered by MSU Packaging School's experienced faculty. Students will leave this course better prepared to implement virtual design and sustainability practices as they relate to packaging functions.

The course will help students prepare for graduate level study and research in any packaging, food science or material science related disciplines. Students will also receive professional development and leadership training, and participate in many fun activities. Various guided field trips, including a week-long East Coast trip, will be the highlight of the program, and provide great opportunities for students to understand and experience American culture.

## SUMMER SCHOOL HIGHLIGHTS

- More than 35 instructional hours including guest lectures, cultural activities, and field trips.
- Cultural excursions to Detroit, the University of Michigan in Ann Arbor, and the beautiful Lake Michigan shoreline and sand dunes.
- One-week-long East Coast trip including Niagara Falls, Washington D.C. and New York City.
- Opportunities to share experiences with college students from around the world.



Visiting International Professional Program  
MICHIGAN STATE UNIVERSITY

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## PROGRAM DATES • July 22 - August 10, 2024

<b>JULY 21</b>	Arrival in East Lansing and check-in at dorms
<b>JULY 22 - AUGUST 2</b>	Program at MSU East Lansing campus
<b>AUGUST 3 - 10</b> 7 nights, 8 days	East Coast Trip Niagara Falls, New York City and Washington, D.C.
<b>AUGUST 10</b>	Departure from New York City

## DAILY SCHEDULE

- All morning sessions will take place from 9:00 - 11:30 a.m.
- All afternoon sessions will take place from 2:00 - 4:00 p.m. unless noted otherwise.

## INSTRUCTOR

Faculty and staff in the MSU School of Packaging will instruct the course, including Cimberly Weir, Dangkamol Wongthanaroj, and Amy Radford-Popp. **For over 65 years the School of Packaging at Michigan State University has been the leader in teaching, research and outreach focused on packaging containers, materials, and their functionality.** According to Universities.com, Best Colleges 2022 ranks MSU's School of Packaging as #1 in the U.S. and notes that MSU is the only school that offers a Ph.D. in this program.

## FEES

- \$4,200 USD
- \$300 discount for previous VIPP Virtual School attendees
- Includes tuition, on-campus housing, MSU breakfast and lunch, local transportation related to the program, Detroit airport pick up (designated time only), health insurance, all field trips and all expenses of the East Coast tour (shared room)
- Fee does not include international or domestic airfare, MSU dinner, or any other living costs

## ADMISSION REQUIREMENTS

- Must be at least 18 years old
- Undergraduate or graduate student at any accredited college
- Intermediate English skills

## SUMMER SCHOOL AWARD

MSU Certificate of Global Young Professional Program (GYPP) by the Visiting International Professional Program and MSU School of Packaging

## APPLICATION

Application opens on **March 25, 2024** and closes on **June 16, 2024**.

Contact us at [vippmsu@msu.edu](mailto:vippmsu@msu.edu) for further information.



**APPLY TODAY!**

*VIPP reserves the right to cancel the program or change the delivery to virtual.*

