OUTDOOR PRODUCTS (OP)

OP 101, INTRODUCTION TO THE OUTDOOR PRODUCTS INDUSTRY, 4 Credits

OP 231, EXPERIENCE OUTDOOR PRODUCTS - WATER, 2 Credits
Hands-on experience with multiple water-related outdoor products in classroom and outdoor settings. Identifying key characteristics for consumers and implications for design, development, marketing, business, and sustainability. Evaluating product performance and developing ideas for objective improvements. Includes one mandatory weekend outdoor-experience outing.

OP 232, EXPERIENCE OUTDOOR PRODUCTS - WINTER, 2 Credits
Hands-on experience with multiple winter-related outdoor products in classroom and outdoor settings. Identifying key characteristics for consumers and implications for design, development, marketing, business, and sustainability. Evaluating product performance and developing ideas for objective improvements. Includes one mandatory weekend outdoor-experience outing.

OP 233, EXPERIENCE OUTDOOR PRODUCTS - LAND, 2 Credits
Hands-on experience with multiple land-related outdoor products in classroom and outdoor settings. Identifying key characteristics for consumers and implications for design, development, marketing, business, and sustainability. Evaluating product performance and developing ideas for objective improvements. Includes one mandatory weekend outdoor-experience outing.

OP 301, OUTDOOR PRODUCTS PROCESS CONNECTIONS, 4 Credits
The interrelated processes and connections of product commercialization. How product design decisions impacts business considerations such as margin, inventory, supply chain, cash flow, and profitability. How design thinking and nurturing a design culture that promotes innovation is necessary for business success and growth. Challenges of product sales and distribution related to design.
Prerequisite: OP 231 with C- or better or OP 232 with C- or better or OP 233 with C- or better

OP 307, OUTDOOR PRODUCTS PRE-PRACTICUM SEMINAR, 1 Credit
Prerequisite: OP 101 with C- or better

OP 309, OUTDOOR PRODUCTS PRACTICUM, 1-6 Credits
Prerequisite: OP 307 with C- or better
This course is repeatable for 6 credits.

OP 351, OUTDOOR PRODUCTS DESIGN AND DEVELOPMENT I, 4 Credits
Explores needs-based design for Outdoor Products. Experiential-based projects related to function and design and understanding Design in context of Consumer Needs. Investigates design-choices impact upstream and downstream commercialization processes.
Prerequisite: OP 301 with C- or better

OP 352, OUTDOOR PRODUCTS DESIGN AND DEVELOPMENT II, 4 Credits
Exploration of development and product creation cycles for Outdoor Products. Bridging the design and operations phases of commercialization. Investigate quality, sample production, product testing, and costing. Managing how development decisions impact upstream and downstream commercialization processes.
Prerequisite: OP 351 with C- or better

OP 360, OUTDOOR PRODUCTS BRANDING, MERCHANDISING AND SALES, 4 Credits
Consumer behavior, emerging markets, building and nurturing brands, strategic communication. Content curation, merchandising and communication. Traditional and non-traditional sales channels.
Prerequisite: OP 352 with C- or better

OP 410, OUTDOOR PRODUCTS INTERNSHIP, 1-8 Credits
Prerequisite: OP 307 with C- or better
This course is repeatable for 8 credits.