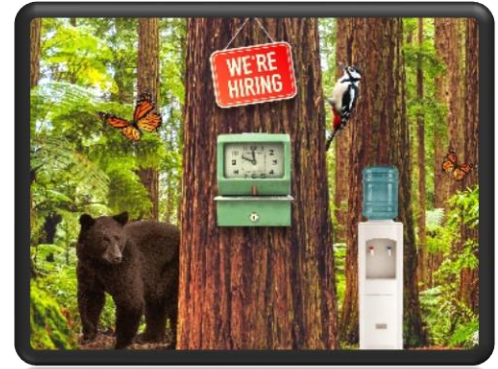


Introduction to the Outdoor Industry

This synchronous, 6-hour online course consists of 5 content modules, one short assignment, and one class presentation. The five content modules we will cover are:

1. Introduction to outdoor recreation, outdoor recreation policy, and the outdoor recreation economy,
2. A Deep Dive into the Outdoor Industry,
3. Corporate Social Responsibility in the Outdoor Industry,
4. Engaging with the Outdoor Industry, and
5. Selling Yourself in 90 seconds: Making Your Best Ski Lift Pitch



Overview:

This course - taught by Andy Coburn, WCU Faculty Liaison to the Outdoor Industry; Steven Reinhold, Founder of the Appalachian Adventure Company; and Steven Foy, Director of Outpost Operations for the Nantahala Outdoor Center – serves as the foundation for WCU’s Outdoor Industry Certificate Program and provides an overview of outdoor recreation, outdoor recreation policy, the US outdoor recreation economy, and the primary industries/sectors that comprise the outdoor industry/outdoor recreation economy.

Learning Objectives: At the end of class, you will:

- Be versed in major topics related to the outdoor recreation economy,
- Understand the concept and composition of the outdoor recreation economy and be able to identify the different activities, organizations, and stakeholders that make up the outdoor recreation economy,
- Recognize important issues and opportunities in public lands policy and outdoor leadership,
- Be able to critically examine future challenges and opportunities facing the outdoor recreation economy,
- Understand different career pathways/ opportunities within the outdoor recreation economy and learn how to successfully engage with outdoor businesses and professionals.

Course Outline:

- **PART 1: Introduction to the Outdoor Economy and Outdoor Industry**
This Module provides an overview of outdoor recreation, US outdoor recreation policy, the US outdoor recreation economy, and the primary industries/sectors that comprise the outdoor industry/outdoor recreation economy.
- **Part 2: The Outdoor Industry: It’s Not What You Might Think**
We will explore the highly diverse outdoor industry by learning about several different types of outdoor-focused organizations including a policy/legal NGO, a regional land trust, a federal/NGO partnership, two outdoor gear companies, and one for profit outdoor service provider.
- **Part 3: Corporate Social Responsibility in the Outdoor Industry**
Are businesses that cater to outdoor enthusiasts more environmentally aware and/or socially responsible than other companies, and if so, why? We’ll talk about these, and other, issues related to environmental and social responsibility.
- **Part 4: Engaging with the Outdoor Industry**
We will discuss how to engage with the outdoor industry through networking, trade shows, education/professional development, certification/accreditation, and other professional development opportunities.
- **Part 5: “What’s Your Chairlift Pitch?”** Can you sell yourself to a potential employer or close a business deal in less than 2 minutes? We’ll find out!