Daniels College of Business
UNIVERSITY OF DENVER | Undergraduate Programs

Leadership in the Outdoor Recreation Industry (LORI) Minor (2026-2027)

Leadership in the Outdoor Recreation Industry Program

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Senior Executive Director
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LORI Minor Advising
Daniels Advising and Engagement
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This minor is available to both business majors and on-business majors.

Non-business majors complete 24 credits for the minor.

Business majors complete 20 credits for the minor.

A minor GPA of 2.00 or higher is required to graduate.

Only grades of "C-" or higher fulfill minor requirements.

No class that is already counting towards Business Core, a major, or another minor can also simultaneously count towards the LORI minor.

Leadership in the Outdoor Recreation Industry (LORI) Minor Course Requirements

The minor will allow students to develop a deeper understanding of the outdoor industry, including its significant economic impact and the relationship between nature and the economy. Students will examine the key pillars driving the industry, including stewardship and conservation, education and workforce training, economic development, public health and wellness, and opportunity and experience. The minor will also explore the impact of state and federal public policy on the outdoor industry and the application of concepts such as sustainability, ESG, the circular economy, and digital passports.

Requirements for non-business majors: 24 credits

16 credits required for all students:

- BUS 1440 The Fourth Industrial Revolution (4 credits)
- BUS 3350 Overview of Outdoor Recreation Industry (4 credits)
- BUS 3353 Business Models & Operations in Outdoor Rec Industry (4 credits)
- BUS 3355 Sustainability & Markets in Outdoor Recreation Industry (4 credits)

Choose 8 Credits from the following for 24 total credits for the minor:

- BUS 3380 Legal Framework of Outdoor Recreation Industry (4 credits)*
- BUS 3399 Outdoor Rec Industry Capstone (4 credits)*
  Prerequisites: BUS 3350 and BUS 3353
- EVM 1100
- MKTG 2800 Introduction to Marketing (4 Credits)
  Prerequisite: Declaration of the minor and sophomore level standing
- MKTG 2910 Consumer Behavior (4 Credits)
  Prerequisite: MKTG 2800
- MKTG 2920 Business-to-Business Marketing (4 Credits)
  Prerequisite: MKTG 2800
- MKTG 3110 The Power of Professional Selling (4 Credits)
  Prerequisite: MKTG 2800
  MKTG 3140 Sales Management and Leadership (4 Credits)
  Prerequisite: MKTG 2800
- MKTG 3380 Supply Chain Management (4 Credits)
  Prerequisite: MKTG 2800
- INFO 1010 Data Analytics I (4 credits)
  Enrolling in INFO 1011 to earn Microsoft Excel certification is encouraged but not required for non-business majors. INFO 1011 carries an additional course fee. To request to waive the INFO 1011 corequisite requirement, email DanielsAdvising@du.edu.
- Other electives as determined by the Senior Executive Director of the minor.

Requirements for business majors: 20 credits

- Complete the same requirements as above, except BUS 1440 will count toward Business Core requirements.

Typical Course Offerings by Term		
Fall	**Winter**	**Spring**
BUS 1440	BUS 1440	BUS 1440
BUS 3350	BUS 3353	BUS 3355
EVM 1100	EVM 1100	EVM 1100
INFO 1010	INFO 1010	INFO 1010
MKTG 2800	MKTG 2800	MKTG 2800
MKTG 2910	MKTG 2910	MKTG 2910
MKTG 2920	MKTG 2920	MKTG 3110
MKTG 3110	MKTG 3110	MKTG 3140
MKTG 3380		MKTG 3380

**BUS 3380 and BUS 3399 have not yet been offered. Please consult the Senior Executive Director of the minor for additional information.*