

# HP: Home Products Development

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## **HP 201 — Introduction to Home Products**

3 credits; 3 lecture hours

Students are familiarized with the wide range of home products, both soft lines (textile) and hard lines (non-textile), that comprise the home furnishings industry. Product development and merchandising within each category are emphasized. Many sessions take place at retailers and industry showrooms throughout the city.

## **HP 231 — America at Home: Product Styles from 1900 to Contemporary**

3 credits; 3 lecture hours

Introduces the elements of design, color, and theory in the decorative arts that comprise the home products industry. Emphasis is on the contemporary approach to product development and design. Students explore the influence of historical, cultural, and social perspectives on products for the home. (G6: Arts).

## **HP 313 — Manufacturing and Marketing of Home Products Hard Lines I**

3 credits; 3 lecture hours

Students are introduced to hard lines marketing from conception through manufacture in order to effectively develop products. Part I surveys the various manufacturing processes and marketing strategies for several hard goods classifications (furniture, ceramics, and glass) of the home furnishings industry.

## **HP 314 — Manufacturing and Marketing of Home Products Hard Lines II**

3 credits; 3 lecture hours

Part II further surveys the manufacturing processes, marketing strategies, and product development for several hard goods classifications (metal, giftware, housewares, and home lighting) of the home furnishings industry.

Prerequisite(s): HP 313.

## **HP 315 — Home Textile Applications**

2.5 credits; 2 lecture and 1 lab hours

Concentrating on the home textile sector, the course analyzes the importance of material choice in the development and manufacturing of home textile products. Critical areas of study include identification of fiber properties, fabrication, performance, and product specifications. Fundamentals of the cost-price relationship and marketing strategies are covered. Prerequisite(s): TS 111.

## **HP 322 — Home Products Brand Management**

3 credits; 3 lecture hours

This course utilizes product development factors in identifying and differentiating home products from other goods and services. Analysis of brand preferences is demonstrated through case studies based on consumer identification and the needs of the marketplace.

Prerequisite(s): HP 313.

## **HP 421 — Strategic Product Management**

3 credits; 3 lecture hours

Students analyze and resolve complex business problems, utilizing their knowledge and understanding of strategic product management. They gain insights and skills necessary to formulate and implement sound marketing strategy.

Prerequisite(s): HP 314 and HP 315

Corequisite(s): HP 491.

## **HP 432 — Home Products Analytical Strategies**

3 credits; 3 lecture hours

The home product development cycle is studied, with a focus on the development of product based on the coordination of soft and hard goods classifications. Product integrity is addressed through comprehensive analysis and written product reviews subject to critical industry evaluation.

Prerequisite(s): HP 421 and HP 491.

### **HP 491 — Home Products Design and Development Process**

3 credits; 3 lecture hours

An overview of the design and development process of products for the home is provided. Such principles of design as composition, color, shape, form, and structure are introduced. Differences between the design of products and the product development process in the home furnishings industry are emphasized. Teamwork and presentation skills are implemented as students develop a product line.

Prerequisite(s): HP 314 and HP 315

Co-requisite(s): HP 421.

### **HP 492 — Home Products Senior Project**

2 credits; 1 lecture and 2 lab hours

The curriculum culminates in this capstone course, which requires the student to develop a product based on the coordination of soft and hard goods classifications. A comprehensive visual presentation and written product review support the viability and integrity of the product concept.

Prerequisite(s): HP 491.