Program Learning Objectives
At the completion of this degree program, EIM students will be able to:

1. Think critically and creatively.
2. Communicate effectively.
3. Demonstrate their expertise in the Experience Industry and its associated industries in relation to the larger world of arts, sciences, and technology.
4. Work productively as individuals and in groups.
5. Use their knowledge and skills to make a positive contribution to society.
6. Make reasoned decisions based on an understanding of ethics, a respect for diversity, and an awareness related to sustainability.
8. Demonstrate the following entry-level knowledge in the EIM field:
   a) the nature and scope of the relevant park, recreation, tourism or related professions and their associated industries; b) techniques and processes used by professionals and workers in those industries; and c) the foundations of the profession in history, science, and philosophy (COAPRT Standard 7.01).
9. Demonstrate the ability to design, implement, and evaluate services that facilitate targeted human experiences and that embrace personal and cultural dimensions of diversity (COAPRT Standard 7.02).
10. Demonstrate entry-level knowledge about operations and strategic management/administration in parks, recreation, tourism and/or related professions (COAPRT Standard 7.03).
11. Demonstrate, through a comprehensive internship of not less than 400 clock hours and no fewer than 10 weeks, the potential to succeed as professionals at supervisory or higher levels in park, recreation, tourism, or related organizations (COAPRT Standard 7.04).

Degree Requirements and Curriculum
In addition to the program requirements listed on this page, students must also satisfy requirements outlined in more detail in the Minimum Requirements for Graduation (http://catalog.calpoly.edu/generalrequirementsbachelorsdegree/#generaleducationtext) section of this catalog, including:

- 60 units of upper division courses
- 2.0 GPA
- Graduation Writing Requirement (GWR)
- U.S. Cultural Pluralism (USCP)

Note: No major, support or concentration courses may be selected as credit/no credit.

| MAJOR COURSES | RPTA 101 Introduction to the Experience Industry | 4 |
| RPTA 110 Orientation and College Success in Experience Industry Management | 1 |
| RPTA 210 Experience Program Design | 4 |
| RPTA 221 Professionalism and Customer Experiences | 4 |
| RPTA 257 Leadership and Diverse Groups | 4 |
| RPTA 342 Risk Management for the Experience Industry | 4 |
| RPTA 360 Assessment and Evaluation of Experience Industry Management | 4 |
| RPTA 370 Experiential Marketing Strategies for Experience Industry Management | 4 |
| RPTA 405 Principles of Experience Industry Management | 4 |
| RPTA 424 Financial Management in the Experience Industry | 4 |
| RPTA 460 Senior Project in Experience Industry Management | 4 |
| RPTA 463 Pre-Internship Seminar | 1 |
| RPTA 465 Internship | 12 |

Concentration or individualized course of study courses (see below) 4

SUPPORT COURSES

| BUS 212 Financial Accounting for Nonbusiness Majors | 4 |
| BUS 215 Managerial Accounting | 4 |
| BUS 346 Principles of Marketing | 4 |
| ECON 201 Survey of Economics (D2) | 4 |
| ECON 222 Macroeconomics | 4 |
| ENGL 310 Corporate Communication | 4 |
| MATH 118 Precalculus Algebra (B1) 1, 2 | 4 |
| MATH 119 Precalculus Trigonometry | 4 |
| MATH 141 Calculus I | 4 |
| MATH 221 Calculus for Business and Economics | 4 |
| STAT 217 Introduction to Statistical Concepts and Methods (B1) 1 | 4 |
| or STAT 251 Statistical Inference for Management I | 4 |

Support Electives

Select from the following: 3, 4

Leadership & Management

AGED 404 Agricultural Leadership
BUS 207 Legal Responsibilities of Business
BUS 310 Introduction to Entrepreneurship
BUS 384 Human Resources Management
BUS 387 Organizational Behavior
COMS/PSY 212 Interpersonal Communication
COMS 213 Organizational Communication
COMS 301 Business and Professional Communication
MSL 102 Foundation of Officership II
MSL 103 Basic Leadership
MSL 201 Foundations of Leadership I
MSL 202 Foundations of Leadership II
MSL 203 Foundations of Leadership III
RPTA 275 Facilitation and Teambuilding
RPTA 325  Leadership in Outdoor Experiences

Marketing, Technology, & Analytics
AGB 260  Agribusiness Data Literacy
AGB 327  Agribusiness Data Analysis
AGC 301  New Media Communication
        Strategies in Agriculture
BUS 382  Organizations, People, and Technology
BUS 418  Listening to the Customer
BUS 419  Strategic Marketing Measurement
BUS 421  Marketing Analytics and Business Intelligence
BUS 446  International Marketing
JOUR 312  Public Relations
STAT 252  Statistical Inference for Management II (B1)
UNIV 391  Appropriate Technology for the World’s People: Development
WVIT 343  Branded Wine Marketing
WVIT 433  Wine Sales and E-Commerce
WVIT 444  Wine Marketing Research and Market Analysis

Sustainability & the Global Society
AG/EDES/ENGR/ GEOG/ISLA/ SCM/UNIV 350  The Global Environment
AG 360  Holistic Management (F)
ANT 312  Introduction to Cultural Resources Management
BRAE 348  Energy for a Sustainable Society (F)
BUS 302  International and Cross Cultural Management
CM 317  Sustainability and the Built Environment (F)
EDES 406  Sustainable Environments
GEOG 301  Geography of Resource Utilization (D5)
GEOG 325  Climate and Humanity
GEOG 333  Human Impact on the Earth
NR 323  Human Dimensions in Natural Resources Management (D5)
NR 404  Environmental Law
PHIL 340  Environmental Ethics (C4)
POLS/UNIV 333  World Food Systems
PSC 320  Energy, Society and the Environment (F)
PSY 311  Environmental Psychology (D5)
RPTA 112  Introduction to Parks and Outdoor Recreation
RPTA 302  Environmental and Wilderness Education
RPTA 313  Sustainability in the Experience Industry
RPTA 413  Tourism and Protected Area Management

GENERAL EDUCATION (GE)
(See GE program requirements below.)  60

FREE ELECTIVES
Free Electives  6
Total units  180

1. Required in Support; also satisfies GE.
2. MATH 116 and MATH 117 substitute.
3. Courses taken in the Support Elective area cannot double count in Concentration.
4. Some GE requirements may be met by course selections within the Support electives and/or concentration; in that case, additional free electives may be required to reach a total of 180 units.

Concentrations (Select one)
• Event Planning and Experience Management
  (http://catalog.calpoly.edu/collegesandprograms/ collegeofagriculturefoodenvironmentalsciences/ experienceindustrymanagement/ bsrecreationparksandtourismadministration/ eventplanningandexperiencemanagementconcentration)
• Sport & Recreation Experience Management
  (http://catalog.calpoly.edu/collegesandprograms/ collegeofagriculturefoodenvironmentalsciences/ experienceindustrymanagement/ bsrecreationparksandtourismadministration/ sportandrecreationexperiencemanagementconcentration)
• Tourism, Hospitality and Destination Management
  (http://catalog.calpoly.edu/collegesandprograms/ collegeofagriculturefoodenvironmentalsciences/ experienceindustrymanagement/ bsrecreationparksandtourismadministration/ tourismhospitalitydestinationmanagementconcentration)

Individualized Course of Study
A minimum of 24 units of coursework, of which a minimum of 12 units must be RPTA prefix, and a minimum of 4 units must be Upper Division. Courses are selected by the student in consultation with the student’s academic advisor, and the ICS must be approved by the academic advisor.

General Education (GE) Requirements
• 72 units required, 12 of which are specified in Major and/or Support.
• See the complete GE course listing (http://catalog.calpoly.edu/ generalrequirementsbachelorsdegree/#generaleducationtext).
• Minimum of 12 units required at the 300 level.

Area A  Communication
A1  Expository Writing  4
A2  Oral Communication  4
A3  Reasoning, Argumentation and Writing  4

Area B  Science and Mathematics
B1  Mathematics/Statistics (8 units in Support)  0
B2  Life Science  4
B3  Physical Science  4
BS Recreation, Parks, and Tourism Administration

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<thead>
<tr>
<th>Area</th>
<th>Title</th>
<th>Units</th>
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<tbody>
<tr>
<td>B4</td>
<td>One lab taken with either a B2 or B3 course</td>
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<tr>
<td>Area C</td>
<td><strong>Arts and Humanities</strong></td>
<td></td>
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<tr>
<td>C1</td>
<td>Literature</td>
<td>4</td>
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<tr>
<td>C2</td>
<td>Philosophy</td>
<td>4</td>
</tr>
<tr>
<td>C3</td>
<td>Fine/Performing Arts</td>
<td>4</td>
</tr>
<tr>
<td>C4</td>
<td>Upper-division elective</td>
<td>4</td>
</tr>
<tr>
<td>Area C elective</td>
<td>(Choose one course from C1-C5)</td>
<td>4</td>
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<tr>
<td>Area D/E</td>
<td><strong>Society and the Individual</strong></td>
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<tr>
<td>D1</td>
<td>The American Experience (Title 5, Section 40404 requirement)</td>
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<td>D2</td>
<td>Political Economy (4 units in Support)</td>
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<tr>
<td>D3</td>
<td>Comparative Social Institutions</td>
<td>4</td>
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<td>D4</td>
<td>Self Development (CSU Area E)</td>
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<td>D5</td>
<td>Upper-division elective</td>
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<tr>
<td>Area F</td>
<td><strong>Technology</strong></td>
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<td>F</td>
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<tr>
<td>Total units</td>
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<td>60</td>
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</table>

1 Required in Support; also satisfies GE