### EVENT PLANNING AND EXPERIENCE MANAGEMENT CONCENTRATION

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
<th>Units</th>
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<tbody>
<tr>
<td>RPTA 114</td>
<td>Introduction to Hospitality and Travel</td>
<td>4</td>
</tr>
<tr>
<td>RPTA 317</td>
<td>Hospitality, Convention and Meeting Management</td>
<td>4</td>
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<tr>
<td>RPTA 320</td>
<td>Strategic Event Planning</td>
<td>4</td>
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<tr>
<td>RPTA 420</td>
<td>Festival and Event Management</td>
<td>4</td>
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**Approved electives**  
Select from the following, with a minimum of 4 units upper division:  
- AEPS 215 Floral Design I  
- AEPS 225 Floral Design II  
- BUS 207 Legal Responsibilities of Business  
- BUS 418 Listening to the Customer  
- BUS 419 Strategic Marketing Measurement  
- BUS 421 Marketing Analytics and Business Intelligence  
- COMS/PSY 212 Interpersonal Communication  
- COMS 301 Business and Professional Communication  
- COMS 419 Media Effects  
- FSN 121 Fundamentals of Food  
- FSN 210 Nutrition  
- FSN 250 Food and Nutrition: Customs and Culture (D4) (USCP)  
- FSN 275 Elements of Food Safety  
- FSN 319 Food Technology for the Consumer (F)  
- FSN 321 Contemporary Issues in Food Choice and Preparation  
- FSN 341 Fermented Foods  
- FSN 343 Institutional Foodservice I  
- FSN 344 Institutional Foodservice II  
- GRC 377 Web and Print Publishing (F)  
- JOUR 312 Public Relations  
- JOUR 331 Contemporary Advertising  
- JOUR 342 Public Relations Writing and Editing  
- KINE 181 First Aid/CPR/AED  
- MSL/RPTA 275 Facilitation and Teambuilding  
- RPTA 216 Resort and Lodging Operations  
- RPTA 314 Sustainable Travel and Tourism Planning  
- RPTA 318 Destination Management  
- RPTA 321 Visitor Services in Experience Industry Management  
- RPTA 323 Sport Promotions and the Fan Experience  
- RPTA 330 Directed Field Experience  
- RPTA 350 Sport and Event Venue Management

**Total units** 24

1. Consultation with advisor is recommended prior to selecting approved electives; bear in mind your selections may impact pursuit of post-baccalaureate studies and/or goals.

2. If any of these courses are taken to meet a support elective area requirement, they cannot be double-counted as a concentration advisor approved elective.