EVENT PLANNING AND EXPERIENCE MANAGEMENT CONCENTRATION

RPTA 114    Introduction to Hospitality and Travel 4
RPTA 317    Hospitality, Convention and Meeting Management 4
RPTA 320    Strategic Event Planning 4
RPTA 420    Festival and Event Management 4

Approved electives 1, 2
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
- RPTA 400    Special Problems for Advanced Undergraduates
- RPTA 412    Tourism and Outdoor Applications Seminar
- RPTA 450    Resource and Grant Development
- RPTA/NR 472    Leadership Practice
- STAT 252    Statistical Inference for Management II
- TH 230    Stagecraft I
- TH 330    Stagecraft II
- WVIT 102    Global Wine and Viticulture
- WVIT 343    Branded Wine Marketing
- WVIT 344    Direct to Consumer Wine Sales
- WVIT 433    Wine Sales and E-Commerce
- WVIT 444    Wine Marketing Research and Market Analysis

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.