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

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.