

# 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	Strategic Event Implementation	4
<b>Approved Electives</b> <sup>1, 2</sup>		
Select from the following, with a minimum of 4 units upper-division:		8
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 211	Interpersonal Communication	
COMS 301	Business and Professional Communication	
COMS 384	Media Effects	
FSN 121	Fundamentals of Food	
FSN 202	Introduction to Human Nutrition	
FSN 250	Food and Nutrition: Culture and Customs (USCP)	
FSN 275	Elements of Food Safety	
FSN 319	The Science of Food for the Consumer	
FSN 321	Contemporary Issues in Food Choice and Preparation	
FSN 340	Fermented Foods	
FSN 343	Foodservice Operations I	
FSN 344	Foodservice Operations II	
GRC 376	Web and Print Publishing	
JOUR 312	Public Relations	
JOUR 331	Contemporary Advertising	
JOUR 342	Public Relations Writing and Editing	
KINE 181	Responding to Emergencies: Comprehensive First Aid, CPR, AED	
MSL/RPTA 275	Facilitation and Teambuilding	
PLSC 215	Floral Design I	
PLSC 225	Floral Design II	
RPTA 216	Resort and Lodging Operations	
RPTA 314	Sustainable Travel and Tourism Planning	
RPTA 318	Destination Marketing & Management	
RPTA 321	Visitor Services in Experience Industry Management	
RPTA 323	Sport Marketing and the Fan Experience	
RPTA 330	Directed Field Experience <sup>3</sup>	

RPTA 350	Sport and Event Venue Management
RPTA 400	Special Problems for Advanced Undergraduates
RPTA 412	Advanced Experience Industry Management Applications
RPTA 450	Resource and Grant Development
RPTA/NR 472	Leadership Practice
STAT 252	Statistical Inference for Management II
TH 230	Stagecraft I
or TH 330	Stagecraft II
WVIT 102	Global Wine and Viticulture
WVIT 343	Branded Wine Marketing
WVIT 344	Direct to Consumer Wine Sales
WVIT 345	Wine Marketing Research and Market Analysis
WVIT 433	Wine Sales and E-Commerce

**Total units** **24**

- <sup>1</sup> 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.
- <sup>2</sup> 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.
- <sup>3</sup> A maximum of 4 units of RPTA 330 may be applied to Approved Electives.