# 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>
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<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 384 - Media Effects
- FSN 121 - Fundamentals of Food
- FSN 210 - Nutrition
- FSN 250 - Food and Nutrition: Customs and Culture (USCP)
- FSN 275 - Elements of Food Safety
- FSN 319 - Food Technology for the Consumer
- FSN 321 - Contemporary Issues in Food Choice and Preparation
- FSN 341 - Fermented Foods
- FSN 343 - Foodservice Operations I
- FSN 344 - Foodservice Operations II
- GRC 377 - 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
- 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
- RPTA 350 - Sport and Event Venue Management
- 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.
3. A maximum of 4 units of RPTA 330 may be applied to Approved Electives.