**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                      |       |
- 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                                           |       |
- or 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.