# Event Planning and Experience Management Concentration

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
<th>Units</th>
</tr>
</thead>
<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>
</tr>
<tr>
<td>RPTA 320</td>
<td>Strategic Event Planning</td>
<td>4</td>
</tr>
<tr>
<td>RPTA 420</td>
<td>Festival and Event Management</td>
<td>4</td>
</tr>
</tbody>
</table>

**Approved electives** ¹, ², ³

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 (E) (USCP)
- FSN 275   Elements of Food Safety
- FSN 319   Food Technology for the Consumer (B7)
- 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 (B7)
- 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 ³
- 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

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.