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
- 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.