TOURISM, HOSPITALITY, AND DESTINATION MANAGEMENT CONCENTRATION

RPTA 114 Introduction to Hospitality and Travel 4
RPTA 216 Resort and Lodging Operations 4
RPTA 314 Sustainable Travel and Tourism Planning 4
RPTA 317 Hospitality, Convention and Meeting Management 4

Approved electives 1
Select from the following, with a minimum of 4 units upper division: 8

Resort & Lodging Experience Management
AGB 260 Agribusiness Data Literacy
AGB 327 Agribusiness Data Analysis
AGC 301 New Media Communication Strategies in Agriculture
BUS 207 Legal Responsibilities of Business
BUS 302 International and Cross Cultural Management
BUS 382 Organizations, People, and Technology
BUS 418 Listening to the Customer
BUS 419 Strategic Marketing Measurement
BUS 421 Marketing Analytics and Business Intelligence
BUS 446 International Marketing
ECON 221 Microeconomics
GRC 377 Web and Print Publishing (F)
JOUR 312 Public Relations
PSC/UNIV 391 Appropriate Technology for the World's People: Development
RPTA 318 Destination Management
RPTA 320 Strategic Event Planning
RPTA 321 Visitor Services in Experience Industry Management
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 420 Festival and Event Management
RPTA 450 Resource and Grant Development
RPTA/NR 472 Leadership Practice
WVIT 343 Branded Wine Marketing
WVIT 433 Wine Sales and E-Commerce
WVIT 444 Wine Marketing Research and Market Analysis

Food and Beverage Experience Management
BUS 207 Legal Responsibilities of Business
BUS 302 International and Cross Cultural Management
BUS 310 Introduction to Entrepreneurship
BUS 418 Listening to the Customer
COMS 201 Advanced Public Speaking
CRP 212 Introduction to Urban Planning
CRP 214 Land Use and Transportation Studies
CRP/ES 215 Planning and with Multiple Publics
CRP 334 Cities in a Global World (D5)
ECON 221 Microeconomics
GEOG 308 Global Geography (D5)
GRC 377 Web and Print Publishing (F)
JOUR 312 Public Relations
JOUR 331 Contemporary Advertising
JOUR 342 Public Relations Writing and Editing
PSY 201 General Psychology (D4)
PSY 212 Interpersonal Communication
PSY 252 Social Psychology
PSY 351 Group Dynamics
RPTA 318 Destination Management
RPTA 320 Strategic Event Planning
RPTA 321 Visitor Services in Experience Industry Management
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 420 Festival and Event Management
RPTA 450 Resource and Grant Development
RPTA/NR 472 Leadership Practice
WVIT 343 Branded Wine Marketing
WVIT 433 Wine Sales and E-Commerce
WVIT 444 Wine Marketing Research and Market Analysis

Tourism Planning & Destination Management
BUS 207 Legal Responsibilities of Business
BUS 302 International and Cross Cultural Management
BUS 310 Introduction to Entrepreneurship
BUS 418 Listening to the Customer
COMS 201 Advanced Public Speaking
CRP 212 Introduction to Urban Planning
CRP 214 Land Use and Transportation Studies
CRP/ES 215 Planning and with Multiple Publics
CRP 334 Cities in a Global World (D5)
ECON 221 Microeconomics
GEOG 308 Global Geography (D5)
GRC 377 Web and Print Publishing (F)
JOUR 312 Public Relations
JOUR 331 Contemporary Advertising
JOUR 342 Public Relations Writing and Editing
PSY 201 General Psychology (D4)
PSY 212 Interpersonal Communication
PSY 252 Social Psychology
PSY 351 Group Dynamics
RPTA 318 Destination Management
RPTA 320 Strategic Event Planning
RPTA 321 Visitor Services in Experience Industry Management
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 420 Festival and Event Management
RPTA 450 Resource and Grant Development
RPTA/NR 472 Leadership Practice
WVIT 343 Branded Wine Marketing
WVIT 433 Wine Sales and E-Commerce
WVIT 444 Wine Marketing Research and Market Analysis
<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
</tr>
</thead>
<tbody>
<tr>
<td>FSN 344</td>
<td>Institutional Foodservice II</td>
</tr>
<tr>
<td>GRC 377</td>
<td>Web and Print Publishing (F)</td>
</tr>
<tr>
<td>JOUR 312</td>
<td>Public Relations</td>
</tr>
<tr>
<td>JOUR 331</td>
<td>Contemporary Advertising</td>
</tr>
<tr>
<td>JOUR 342</td>
<td>Public Relations Writing and Editing</td>
</tr>
<tr>
<td>RPTA 320</td>
<td>Strategic Event Planning</td>
</tr>
<tr>
<td>RPTA 321</td>
<td>Visitor Services in Experience Industry Management</td>
</tr>
<tr>
<td>RPTA 330</td>
<td>Directed Field Experience</td>
</tr>
<tr>
<td>RPTA 350</td>
<td>Sport and Event Venue Management</td>
</tr>
<tr>
<td>RPTA 400</td>
<td>Special Problems for Advanced Undergraduates</td>
</tr>
<tr>
<td>RPTA 412</td>
<td>Tourism and Outdoor Applications Seminar</td>
</tr>
<tr>
<td>RPTA 420</td>
<td>Festival and Event Management</td>
</tr>
<tr>
<td>RPTA 450</td>
<td>Resource and Grant Development</td>
</tr>
<tr>
<td>RPTA/NR 472</td>
<td>Leadership Practice</td>
</tr>
<tr>
<td>WVIT 102</td>
<td>Global Wine and Viticulture</td>
</tr>
<tr>
<td>WVIT 343</td>
<td>Branded Wine Marketing</td>
</tr>
<tr>
<td>WVIT 344</td>
<td>Direct to Consumer Wine Sales</td>
</tr>
<tr>
<td>WVIT 433</td>
<td>Wine Sales and E-Commerce</td>
</tr>
<tr>
<td>WVIT 444</td>
<td>Wine Marketing Research and Market Analysis</td>
</tr>
</tbody>
</table>

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 is taken to meet a support elective area requirement, it cannot be double-counted as an approved elective.