

TOURISM, HOSPITALITY, AND DESTINATION MANAGEMENT CONCENTRATION

RPTA 114	Introduction to Hospitality and Travel	4
RPTA 216	Resort and Lodging Operations	4
RPTA 317	Hospitality, Convention and Meeting Management	4
RPTA 318	Destination Marketing & Management	4
Approved Electives ^{1, 2}		
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	Leadership and Organizations	
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 376	Web and Print Publishing	
JOUR 312	Public Relations	
PSC/UNIV 391	Appropriate Technology for the World's People: Development	
RPTA 314	Sustainable Travel and Tourism Planning	
RPTA 321	Visitor Services in Experience Industry Management	
RPTA 330	Directed Field Experience ³	
RPTA 350	Sport and Event Venue Management	
RPTA 393	Hospitality Sales and Service	
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	
WVIT 343	Branded Wine Marketing	
WVIT 433	Wine Sales and E-Commerce	
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
COMS 211	Interpersonal Communication
CRP 212	Introduction to Urban Planning
CRP 214	Land Use and Transportation Studies
CRP/ES 215	Planning for and with Multiple Publics
CRP 334	Cities in a Global World
ECON 221	Microeconomics
GEOG 308	Global Geography
GRC 376	Web and Print Publishing
JOUR 312	Public Relations
JOUR 331	Contemporary Advertising
JOUR 342	Public Relations Writing and Editing
PSY 201	General Psychology
PSY 252	Social Psychology
RPTA 314	Sustainable Travel and Tourism Planning
RPTA 320	Strategic Event Planning
RPTA 321	Visitor Services in Experience Industry Management
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 420	Strategic Event Implementation
RPTA 450	Resource and Grant Development
RPTA/NR 472	Leadership Practice
WVIT 343	Branded Wine Marketing
WVIT 345	Wine Marketing Research and Market Analysis
WVIT 433	Wine Sales and E-Commerce
Food & 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
BUS 446	International Marketing
COMS 201	Advanced Public Speaking
ECON 221	Microeconomics
FSN 121	Fundamentals of Food
FSN 202	Introduction to Human Nutrition
FSN 250	Food and Nutrition: Culture and Customs (USCP)
FSN 275	Elements of Food Safety
FSN 319	The Science of Food for the Consumer

FSN 321	Contemporary Issues in Food Choice and Preparation
FSN 340	Fermented Foods
FSN 343	Foodservice Operations I
FSN 344	Foodservice Operations II
GRC 376	Web and Print Publishing
JOUR 312	Public Relations
JOUR 331	Contemporary Advertising
JOUR 342	Public Relations Writing and Editing
RPTA 314	Sustainable Travel and Tourism Planning
RPTA 320	Strategic Event Planning
RPTA 321	Visitor Services in Experience Industry Management
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 420	Strategic Event Implementation
RPTA 450	Resource and Grant Development
RPTA/NR 472	Leadership Practice
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 is taken to meet a support elective area requirement, it cannot be double-counted as an Approved Elective.

³ A maximum of 4 units of RPTA 330 may be applied to Approved Electives.