### TOURISM, HOSPITALITY, AND DESTINATION 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 216</td>
<td>Resort and Lodging Operations</td>
<td>4</td>
</tr>
<tr>
<td>RPTA 314</td>
<td>Sustainable Travel and Tourism Planning</td>
<td>4</td>
</tr>
<tr>
<td>RPTA 317</td>
<td>Hospitality, Convention and Meeting Management</td>
<td>4</td>
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</tbody>
</table>

**Approved electives**

Select from the following, with a minimum of 4 units upper division:

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
</tr>
</thead>
<tbody>
<tr>
<td>AGB 260</td>
<td>Agribusiness Data Literacy</td>
</tr>
<tr>
<td>AGB 327</td>
<td>Agribusiness Data Analysis</td>
</tr>
<tr>
<td>AGC 301</td>
<td>New Media Communication Strategies in Agriculture</td>
</tr>
<tr>
<td>BUS 207</td>
<td>Legal Responsibilities of Business</td>
</tr>
<tr>
<td>BUS 302</td>
<td>International and Cross Cultural Management</td>
</tr>
<tr>
<td>BUS 382</td>
<td>Organizations, People, and Technology</td>
</tr>
<tr>
<td>BUS 418</td>
<td>Listening to the Customer</td>
</tr>
<tr>
<td>BUS 419</td>
<td>Strategic Marketing Measurement</td>
</tr>
<tr>
<td>BUS 421</td>
<td>Marketing Analytics and Business Intelligence</td>
</tr>
<tr>
<td>BUS 446</td>
<td>International Marketing</td>
</tr>
<tr>
<td>ECON 221</td>
<td>Microeconomics</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>PSC/UNIV 391</td>
<td>Appropriate Technology for the World's People: Development</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 450</td>
<td>Resource and Grant Development</td>
</tr>
<tr>
<td>RPTA/NR 472</td>
<td>Leadership Practice</td>
</tr>
<tr>
<td>STAT 252</td>
<td>Statistical Inference for Management II</td>
</tr>
<tr>
<td>WVIT 343</td>
<td>Branded Wine Marketing</td>
</tr>
<tr>
<td>WVIT 433</td>
<td>Wine Sales and E-Commerce</td>
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### Food and Beverage Experience Management

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<tr>
<td>BUS 207</td>
<td>Legal Responsibilities of Business</td>
</tr>
<tr>
<td>BUS 302</td>
<td>International and Cross Cultural Management</td>
</tr>
<tr>
<td>BUS 310</td>
<td>Introduction to Entrepreneurment</td>
</tr>
<tr>
<td>FSN 121</td>
<td>Fundamentals of Food</td>
</tr>
<tr>
<td>FSN 210</td>
<td>Nutrition (B5)</td>
</tr>
<tr>
<td>FSN 250</td>
<td>Food and Nutrition: Customs and Culture (D4, USCP)</td>
</tr>
<tr>
<td>FSN 275</td>
<td>Elements of Food Safety</td>
</tr>
<tr>
<td>FSN 319</td>
<td>Food Technology for the Consumer (F)</td>
</tr>
<tr>
<td>FSN 321</td>
<td>Contemporary Issues in Food Choice and Preparation</td>
</tr>
<tr>
<td>FSN 341</td>
<td>Fermented Foods</td>
</tr>
<tr>
<td>FSN 343</td>
<td>Institutional Foodservice I</td>
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</table>
Tourism, Hospitality, and Destination Management Concentration

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<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>
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<td>RPTA 321</td>
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<tr>
<td>WVIT 102</td>
<td>Global Wine and Viticulture</td>
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<td>WVIT 343</td>
<td>Branded Wine Marketing</td>
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<tr>
<td>WVIT 344</td>
<td>Direct to Consumer Wine Sales</td>
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<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.