

# EVENT PLANNING AND EXPERIENCE MANAGEMENT MINOR

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## Required Courses

RPTA 317	Hospitality, Convention and Meeting Management	4
RPTA 320	Strategic Event Planning	4
RPTA 370	Experiential Marketing Strategies for Experience Industry Management	4
RPTA 420	Strategic Event Implementation	4

## Approved Electives

Select from the following: 8

RPTA 114	Introduction to Hospitality and Travel
RPTA 121	Theories and Frameworks of Experience Design
RPTA 160	Introduction to Sport Management
RPTA 216	Resort and Lodging Operations
RPTA 221	Professionalism and Customer Experiences
RPTA 275	Facilitation and Teambuilding
RPTA 318	Destination Marketing & Management
RPTA 321	Visitor Services in Experience Industry Management
RPTA 323	Sport Marketing and the Fan Experience
RPTA 350	Sport and Event Venue Management
RPTA 393	Hospitality Sales and Service
RPTA 412	Advanced Experience Industry Management Applications
RPTA 450	Resource and Grant Development

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**Total units** **24**