

# EXPERIENCE AND EVENT MANAGEMENT (BS)

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**Offered at: San Luis Obispo Campus**

The Experience Industry Management (EIM) department prepares students to be leaders in an industry that promotes healthy lifestyles, protects memorable places, and facilitates life-enhancing experiences for individuals, communities, and the global society. The program is accredited by the Council on Accreditation of Parks, Recreation, Tourism and Related Professions (COAPRT).

In addition to major requirements, the curriculum provides a full range of general education and support courses. These courses are designed to fully educate and prepare students for culturally diverse and inclusive environments, community engagement, and international understanding in a global society.

## Concentrations

### Event Planning and Management

**Offered at: San Luis Obispo Campus**

Prepares students for a professional career in experience design, event planning, leadership, and management for a variety of structured and co-created experiences, including festivals, celebrations, conventions, meetings, and expositions, social life-cycle events, mega and hallmark events, sporting, international, and non-profit events. Courses focus on strategic event planning, marketing, structured experience and co-created experience design, implementation, and management.

### Sport and Recreation Management

**Offered at: San Luis Obispo Campus**

Prepares students for management positions with sport and recreation entities ranging from professional sport franchises to community nonprofit organizations to adventure recreation outlets and intercollegiate athletic programs. Career elective tracks include: Professional Sport and Intercollegiate Athletics, Adventure Sport and Outdoor Recreation, Coaching and Sports-Based Youth Development, and Community and Nonprofit Recreation. Areas of study include: sport marketing and promotions, sport and environmental ethics, leadership and facilitation, special event planning, sports-based youth development, community relations, grant funding and development, and coaching.

### Tourism, Hospitality, and Destination Management

**Offered at: San Luis Obispo Campus**

Prepares students for a professional career with organizations that provide experience industry products or services for national and international tourists. Students may choose to emphasize in areas such as resort and lodging experience management, tourism planning and destination management, food and beverage experience management, tour operations, tourism, hospitality, and destination marketing, and entrepreneurship.

## Program Learning Objectives

1. Demonstrate the ability to think critically and creatively and make reasoned decisions based on an understanding of ethics, a respect for diversity, and awareness of issues related to sustainability in the experience industry and its associated fields.
2. Communicate effectively while working independently and collaborating in groups.
3. Demonstrate expertise in the experience industry and its associated fields in relation to the larger world of arts, sciences, and technology.
4. Develop skills necessary to engage in lifelong learning and continuous self-improvement as professionals in the experience industry.
5. Demonstrate the following entry-level knowledge in the Experience Industry Management field: a) the nature and scope of the experience industry; b) techniques and processes used by professionals and workers in the experience industry; and c) the foundations of the profession in history, science, and philosophy (COAPRT Standard 7.01).
6. Demonstrate the ability to design, implement, and evaluate services that facilitate targeted human experiences and that embrace personal and cultural dimensions of diversity (COAPRT Standard 7.02).
7. Demonstrate entry-level knowledge about operations and strategic management/administration in the experience industry (COAPRT Standard 7.03).
8. Demonstrate, through a comprehensive internship of not less than 400 clock hours and no fewer than 10 weeks, the potential to succeed as professionals at supervisory or higher levels in the experience industry (COAPRT Standard 7.04).

## Degree Requirements and Curriculum

In addition to the program requirements listed on this page, students must also satisfy requirements outlined in more detail in the Minimum Requirements for Graduation (<https://catalog.calpoly.edu/academic-standards-policies/general-requirements-bachelors-degree/>) section of this catalog, including:

- 40 units of upper-division courses
- 2.0 GPA

- Graduation Writing Requirement (GWR)
- U.S. Cultural Pluralism (USCP)

Note: No Major, Support or Concentration courses may be selected as credit/no credit. In addition, no more than 12 units of cooperative or internship courses can count towards your degree requirements.

| Code                                        | Title                                                                | Units      |
|---------------------------------------------|----------------------------------------------------------------------|------------|
| <b>MAJOR COURSES</b>                        |                                                                      |            |
| EIM 1101                                    | Introduction to the Experience Industry                              | 3          |
| EIM 2210                                    | Experience Design: Theories and Applications                         | 4          |
| EIM 2255                                    | Leadership and Diverse Groups                                        | 3          |
| EIM 3313                                    | Sustainability in the Experience Industry                            | 3          |
| EIM 3360                                    | Assessment and Evaluation of Experience Industry Management          | 3          |
| EIM 3370                                    | Experiential Marketing Strategies for Experience Industry Management | 3          |
| EIM 4405                                    | Principles of Experience Industry Management                         | 3          |
| EIM 4416                                    | Interpreting Experience Industry Data Analytics                      | 3          |
| EIM 4424                                    | Financial Management in the Experience Industry                      | 3          |
| EIM 4460                                    | Senior Project: Experience Industry Management                       | 3          |
| or EIM 4461                                 | Senior Project: Student Research                                     |            |
| EIM 4463                                    | Pre-Internship Seminar                                               | 1          |
| EIM 4465                                    | Internship                                                           | 12         |
| <b>Concentration</b>                        |                                                                      |            |
| (See list of Concentrations below)          |                                                                      | 18         |
| <b>SUPPORT COURSES</b>                      |                                                                      |            |
| BUS 2212                                    | Financial Accounting for Nonbusiness Majors <sup>2</sup>             | 3          |
| or AGB 2214                                 | Agribusiness Financial Accounting                                    |            |
| BUS 2215                                    | Managerial Accounting <sup>2</sup>                                   | 3          |
| or AGB 3323                                 | Decision Making with Agribusiness Accounting Information             |            |
| BUS 3346                                    | Principles of Marketing                                              | 3          |
| ENGL 3310                                   | Corporate Communication (Upper-Division 4) <sup>1</sup>              | 3          |
| Select from the following: (2) <sup>1</sup> |                                                                      | 3-5        |
| MATH 1004                                   | Stretch College Algebra                                              |            |
| MATH 1006                                   | College Algebra                                                      |            |
| MATH 1007                                   | Precalculus                                                          |            |
| MATH 1267                                   | Business Calculus                                                    |            |
| STAT 1110                                   | Applied Statistical Concepts and Methods                             | 3          |
| or STAT 1210                                | Business Statistics I                                                |            |
| <b>GENERAL EDUCATION (GE)</b>               |                                                                      |            |
| (See GE program requirements below)         |                                                                      | 37         |
| <b>FREE ELECTIVES</b>                       |                                                                      |            |
| Free Electives <sup>3</sup>                 |                                                                      | 1-3        |
| <b>Total Units</b>                          |                                                                      | <b>120</b> |

<sup>1</sup> Required in Major or Support; also satisfies General Education (GE) requirement.

<sup>2</sup> Choose either BUS or AGB route. BUS 2212 is a prerequisite for BUS 2215 and AGB 2214 is a prerequisite for AGB 3323.

<sup>3</sup> If a General Education (GE) course is used to satisfy a Major or Support requirement, additional units of Free Electives may be needed to complete the total units required for the degree.

## Concentrations

### Event Planning and Management

| Code                    | Title                                          | Units |
|-------------------------|------------------------------------------------|-------|
| <b>REQUIRED COURSES</b> |                                                |       |
| EIM 1114                | Introduction to Hospitality and Travel         | 3     |
| EIM 3317                | Hospitality, Convention and Meeting Management | 3     |

|                            |                                                              |           |
|----------------------------|--------------------------------------------------------------|-----------|
| EIM 3320                   | Strategic Event Planning                                     | 3         |
| EIM 4420                   | Strategic Event Implementation                               | 3         |
| <b>Approved Electives</b>  |                                                              |           |
| Select from the following: |                                                              | 6         |
| BUS 2207                   | Legal Responsibilities of Business                           |           |
| BUS 4418                   | Marketing Research                                           |           |
| BUS 4421                   | Marketing Analytics                                          |           |
| COMS 2211                  | Interpersonal Communication                                  |           |
| COMS 3301                  | Business and Professional Communication                      |           |
| COMS 3384                  | Media Effects                                                |           |
| EIM 2216                   | Resort and Lodging Operations                                |           |
| EIM/MSL 2275               | Facilitation and Teambuilding Experiences                    |           |
| EIM 3318                   | Destination and Hospitality Marketing & Management           |           |
| EIM 3321                   | Visitor Services in Experience Industry Management           |           |
| EIM 3323                   | Sport Marketing and the Fan Experience                       |           |
| EIM 4400                   | Special Problems for Advanced Undergraduates                 |           |
| EIM 4412                   | Advanced Experience Industry Management Applications         |           |
| EIM 4450                   | Resource and Grant Development                               |           |
| EIM/NR 4480                | Leadership Practice                                          |           |
| FSN 1121                   | Fundamentals of Food                                         |           |
| FSN 2202                   | Introduction to Human Nutrition                              |           |
| FSN 2245                   | Elements of Food Safety                                      |           |
| FSN 2250                   | Food and Nutrition: Culture and Customs                      |           |
| FSN 3316                   | Fermented Foods                                              |           |
| FSN 3319                   | The Science of Food for the Consumer                         |           |
| FSN 3346                   | Institutional Food Service                                   |           |
| JOUR 3300                  | Public Relations                                             |           |
| JOUR 3331                  | Contemporary Advertising                                     |           |
| JOUR 3342                  | Public Relations Writing and Editing                         |           |
| KINE 1181                  | Responding to Emergencies: Comprehensive First Aid, CPR, AED |           |
| NUTR 3321                  | Experimental Foods                                           |           |
| PLSC 2225                  | Floral Design                                                |           |
| STAT 1220                  | Business Statistics II                                       |           |
| TH 2230                    | Stagecraft I                                                 |           |
| TH 3330                    | Stagecraft II                                                |           |
| WVIT 1102                  | Global Wine and Viticulture                                  |           |
| WVIT 3343                  | Branded Wine Marketing                                       |           |
| WVIT 3345                  | Wine Marketing Research and Market Analysis                  |           |
| WVIT 4433                  | Wine Industry Sales                                          |           |
| <b>Total Units</b>         |                                                              | <b>18</b> |

## Sport and Recreation Management

| Code                       | Title                                                                                               | Units |
|----------------------------|-----------------------------------------------------------------------------------------------------|-------|
| <b>REQUIRED COURSES</b>    |                                                                                                     |       |
| EIM 1112<br>or EIM 1160    | Introduction to Parks and Outdoor Recreation<br>Introduction to Sport Management                    | 3     |
| EIM 2260<br>or EIM 2275    | Community Relations and Sports-Based Youth Development<br>Facilitation and Teambuilding Experiences | 3     |
| EIM 3323<br>or EIM 3325    | Sport Marketing and the Fan Experience<br>Leadership in Outdoor Experiences                         | 3     |
| <b>Approved Electives</b>  |                                                                                                     |       |
| Select from the following: |                                                                                                     | 9     |

### Professional Sports & Intercollegiate Athletics

|             |                                                      |
|-------------|------------------------------------------------------|
| BUS 2207    | Legal Responsibilities of Business                   |
| BUS 3302    | International and Cross Cultural Management          |
| BUS 3310    | Introduction to Entrepreneurship                     |
| BUS 3384    | Human Resources Management                           |
| BUS 3387    | Organizational Behavior                              |
| BUS 4418    | Marketing Research                                   |
| BUS 4421    | Marketing Analytics                                  |
| BUS 4446    | International Marketing                              |
| COMS 2213   | Organizational Communication                         |
| COMS 3301   | Business and Professional Communication              |
| ECON 2030   | Microeconomics                                       |
| EIM 3320    | Strategic Event Planning                             |
| EIM 3321    | Visitor Services in Experience Industry Management   |
| EIM 3323    | Sport Marketing and the Fan Experience               |
| EIM 3330    | Directed Field Experience                            |
| EIM 4400    | Special Problems for Advanced Undergraduates         |
| EIM 4412    | Advanced Experience Industry Management Applications |
| EIM 4420    | Strategic Event Implementation                       |
| EIM/NR 4480 | Leadership Practice                                  |
| JOUR 3331   | Contemporary Advertising                             |
| KINE 2266   | Sport and Performance Psychology                     |
| KINE 3323   | Sport and Gender                                     |
| KINE 3324   | Sports, Media, and United States Popular Culture     |

### Adventure Sport & Outdoor Recreation

|                                      |                                                              |
|--------------------------------------|--------------------------------------------------------------|
| EIM 1112                             | Introduction to Parks and Outdoor Recreation                 |
| EIM 1114                             | Introduction to Hospitality and Travel                       |
| EIM 3302                             | Environmental and Wilderness Education                       |
| EIM 3318                             | Destination and Hospitality Marketing & Management           |
| EIM 3320                             | Strategic Event Planning                                     |
| EIM 3321                             | Visitor Services in Experience Industry Management           |
| EIM 3325                             | Leadership in Outdoor Experiences                            |
| EIM/NR 3328                          | Environmental Leadership and Community Engagement            |
| EIM 3330                             | Directed Field Experience                                    |
| EIM 4400                             | Special Problems for Advanced Undergraduates                 |
| EIM 4412                             | Advanced Experience Industry Management Applications         |
| EIM/NR 4480                          | Leadership Practice                                          |
| GEOG/AG/EDES/ENGR/ISLA/SCM/UNIV 3350 | The Global Environment                                       |
| KINE 1181                            | Responding to Emergencies: Comprehensive First Aid, CPR, AED |
| MSL 1111                             | Orienteering                                                 |
| NR 1141                              | Introduction to Forest Ecosystem Management                  |
| NR 1142                              | Environmental Management                                     |
| NR 2203                              | Resource Law Enforcement                                     |
| NR/LA 2218                           | Introduction to Geographic Information Systems (GIS)         |
| UNIV/PSC 3391                        | Engaging in Sustainable Global Development                   |

### Coaching & Sports-Based Youth Development

|             |                                                    |
|-------------|----------------------------------------------------|
| CD/PSY 2256 | Developmental Psychology                           |
| EIM 3320    | Strategic Event Planning                           |
| EIM 3321    | Visitor Services in Experience Industry Management |
| EIM 3330    | Directed Field Experience                          |
| EIM 4400    | Special Problems for Advanced Undergraduates       |

|                                             |                                                              |
|---------------------------------------------|--------------------------------------------------------------|
| EIM 4412                                    | Advanced Experience Industry Management Applications         |
| EIM 4420                                    | Strategic Event Implementation                               |
| EIM/NR 4480                                 | Leadership Practice                                          |
| KINE 1181                                   | Responding to Emergencies: Comprehensive First Aid, CPR, AED |
| KINE 2266                                   | Sport and Performance Psychology                             |
| KINE 3323                                   | Sport and Gender                                             |
| KINE 3324                                   | Sports, Media, and United States Popular Culture             |
| <b>Community &amp; Nonprofit Recreation</b> |                                                              |
| CD/PSY 2256                                 | Developmental Psychology                                     |
| COMS 2213                                   | Organizational Communication                                 |
| COMS 3301                                   | Business and Professional Communication                      |
| CRP 1211                                    | Urban Planning History                                       |
| CRP 1212                                    | Introduction to City Planning                                |
| ECON 2030                                   | Microeconomics                                               |
| EIM 3320                                    | Strategic Event Planning                                     |
| EIM 3321                                    | Visitor Services in Experience Industry Management           |
| EIM 3330                                    | Directed Field Experience                                    |
| EIM 4400                                    | Special Problems for Advanced Undergraduates                 |
| EIM 4412                                    | Advanced Experience Industry Management Applications         |
| EIM 4420                                    | Strategic Event Implementation                               |
| EIM 4450                                    | Resource and Grant Development                               |
| EIM/NR 4480                                 | Leadership Practice                                          |
| JOUR 3331                                   | Contemporary Advertising                                     |
| KINE 1181                                   | Responding to Emergencies: Comprehensive First Aid, CPR, AED |
| POLS 1112                                   | U.S. and California Government                               |
| POLS 3351                                   | Public Policy and Administration                             |

**Total Units**
**18**

## Tourism, Hospitality, and Destination Management

| Code                                              | Title                                                | Units |
|---------------------------------------------------|------------------------------------------------------|-------|
| <b>REQUIRED COURSES</b>                           |                                                      |       |
| EIM 1114                                          | Introduction to Hospitality and Travel               | 3     |
| EIM 2216                                          | Resort and Lodging Operations                        | 3     |
| EIM 3317                                          | Hospitality, Convention and Meeting Management       | 3     |
| EIM 3318                                          | Destination and Hospitality Marketing & Management   | 3     |
| <b>Approved Electives</b>                         |                                                      |       |
| Select from the following:                        |                                                      | 6     |
| <b>Resort &amp; Lodging Experience Management</b> |                                                      |       |
| AGB 2260                                          | Agribusiness Data Literacy                           |       |
| AGB 3327                                          | Agribusiness Data Analysis                           |       |
| BUS 2207                                          | Legal Responsibilities of Business                   |       |
| BUS 3302                                          | International and Cross Cultural Management          |       |
| BUS 4418                                          | Marketing Research                                   |       |
| BUS 4421                                          | Marketing Analytics                                  |       |
| BUS 4446                                          | International Marketing                              |       |
| ECON 2030                                         | Microeconomics                                       |       |
| EIM 3321                                          | Visitor Services in Experience Industry Management   |       |
| EIM 3330                                          | Directed Field Experience                            |       |
| EIM 4400                                          | Special Problems for Advanced Undergraduates         |       |
| EIM 4412                                          | Advanced Experience Industry Management Applications |       |
| EIM 4450                                          | Resource and Grant Development                       |       |
| EIM/NR 4480                                       | Leadership Practice                                  |       |

|                                           |                                                      |
|-------------------------------------------|------------------------------------------------------|
| JOUR 3300                                 | Public Relations                                     |
| PSC/UNIV 3391                             | Engaging in Sustainable Global Development           |
| STAT 1220                                 | Business Statistics II                               |
| WVIT 3343                                 | Branded Wine Marketing                               |
| WVIT 4433                                 | Wine Industry Sales                                  |
| Tourism Planning & Destination Management |                                                      |
| BUS 2207                                  | Legal Responsibilities of Business                   |
| BUS 3302                                  | International and Cross Cultural Management          |
| BUS 3310                                  | Introduction to Entrepreneurship                     |
| BUS 4418                                  | Marketing Research                                   |
| COMS 2211                                 | Interpersonal Communication                          |
| COMS 3302                                 | Advanced Public Speaking                             |
| CRP 1212                                  | Introduction to City Planning                        |
| CRP 2214                                  | Methods in Land Use and Transportation               |
| CRP 3334                                  | Cities in a Global World                             |
| ECON 2030                                 | Microeconomics                                       |
| EIM 3320                                  | Strategic Event Planning                             |
| EIM 3321                                  | Visitor Services in Experience Industry Management   |
| EIM 3330                                  | Directed Field Experience                            |
| EIM 4400                                  | Special Problems for Advanced Undergraduates         |
| EIM 4412                                  | Advanced Experience Industry Management Applications |
| EIM 4420                                  | Strategic Event Implementation                       |
| EIM 4450                                  | Resource and Grant Development                       |
| EIM/NR 4480                               | Leadership Practice                                  |
| GEOG 3308                                 | Global Geography                                     |
| JOUR 3300                                 | Public Relations                                     |
| JOUR 3331                                 | Contemporary Advertising                             |
| JOUR 3342                                 | Public Relations Writing and Editing                 |
| PSY 2201                                  | Introductory Psychology                              |
| PSY 2252                                  | Social Psychology                                    |
| WVIT 3343                                 | Branded Wine Marketing                               |
| WVIT 3345                                 | Wine Marketing Research and Market Analysis          |
| WVIT 4433                                 | Wine Industry Sales                                  |
| Food & Beverage Experience Management     |                                                      |
| BUS 2207                                  | Legal Responsibilities of Business                   |
| BUS 3302                                  | International and Cross Cultural Management          |
| BUS 3310                                  | Introduction to Entrepreneurship                     |
| BUS 4418                                  | Marketing Research                                   |
| BUS 4446                                  | International Marketing                              |
| COMS 3302                                 | Advanced Public Speaking                             |
| ECON 2030                                 | Microeconomics                                       |
| EIM 3320                                  | Strategic Event Planning                             |
| EIM 3321                                  | Visitor Services in Experience Industry Management   |
| EIM 3330                                  | Directed Field Experience                            |
| EIM 4400                                  | Special Problems for Advanced Undergraduates         |
| EIM 4412                                  | Advanced Experience Industry Management Applications |
| EIM 4420                                  | Strategic Event Implementation                       |
| EIM 4450                                  | Resource and Grant Development                       |
| EIM/NR 4480                               | Leadership Practice                                  |
| FSN 1121                                  | Fundamentals of Food                                 |
| FSN 2202                                  | Introduction to Human Nutrition                      |
| FSN 2250                                  | Food and Nutrition: Culture and Customs              |

|           |                                             |
|-----------|---------------------------------------------|
| FSN 2245  | Elements of Food Safety                     |
| FSN 3316  | Fermented Foods                             |
| FSN 3319  | The Science of Food for the Consumer        |
| FSN 3346  | Institutional Food Service                  |
| JOUR 3300 | Public Relations                            |
| JOUR 3331 | Contemporary Advertising                    |
| JOUR 3342 | Public Relations Writing and Editing        |
| NUTR 3321 | Experimental Foods                          |
| WVIT 1102 | Global Wine and Viticulture                 |
| WVIT 3343 | Branded Wine Marketing                      |
| WVIT 3345 | Wine Marketing Research and Market Analysis |
| WVIT 4433 | Wine Industry Sales                         |

**Total Units**
**18**

## General Education (GE) Requirements

### General Education (GE) Requirements

- 43 units required, 6 of which are specified in Major and/or Support.
- If any of the remaining 37 Units is used to satisfy a Major or Support requirement, additional units of Free Electives may be needed to complete the total units required for the degree.
- See the complete GE course listing (<https://catalog.calpoly.edu/academic-standards-policies/general-requirements-bachelors-degree/#generaleducationtext>).
- A grade of C- or better is required in one course in each of the following GE Areas: 1A (English Composition), 1B (Critical Thinking), 1C (Oral Communication), and 2 (Mathematics and Quantitative Reasoning).

#### Lower-Division General Education

|               |                                                                                                               |   |
|---------------|---------------------------------------------------------------------------------------------------------------|---|
| <b>Area 1</b> | <b>English Communication and Critical Thinking</b>                                                            |   |
| 1A            | Written Communication                                                                                         | 3 |
| 1B            | Critical Thinking                                                                                             | 3 |
| 1C            | Oral Communication                                                                                            | 3 |
| <b>Area 2</b> | <b>Mathematics and Quantitative Reasoning</b>                                                                 |   |
| 2             | Mathematics and Quantitative Reasoning (3 units in Support) <sup>1</sup>                                      | 0 |
| <b>Area 3</b> | <b>Arts and Humanities</b>                                                                                    |   |
| 3A            | Arts                                                                                                          | 3 |
| 3B            | Humanities: Literature, Philosophy, Languages other than English                                              | 3 |
| <b>Area 4</b> | <b>Social and Behavioral Sciences (Area 4 courses must come from at least two different course prefixes.)</b> |   |
| 4A            | American Institutions (Title 5, Section 40404 Requirement)                                                    | 3 |
| 4B            | Social and Behavioral Sciences                                                                                | 3 |
| <b>Area 5</b> | <b>Physical and Life Sciences</b>                                                                             |   |
| 5A            | Physical Sciences                                                                                             | 3 |
| 5B            | Life Sciences                                                                                                 | 3 |
| 5C            | Laboratory (may be embedded in a 5A or 5B course)                                                             | 1 |
| <b>Area 6</b> | <b>Ethnic Studies</b>                                                                                         |   |
| 6             | Ethnic Studies                                                                                                | 3 |

#### Upper-Division General Education

|                    |                                                                                                                                          |   |
|--------------------|------------------------------------------------------------------------------------------------------------------------------------------|---|
| Upper-Division 2/5 | Mathematics and Quantitative Reasoning or Physical and Life Sciences                                                                     | 3 |
| Upper-Division 3   | Arts and Humanities                                                                                                                      | 3 |
| Upper-Division 4   | Social and Behavioral Sciences (Area 4 courses must come from at least two different course prefixes.) (3 units in Support) <sup>1</sup> | 0 |

**Total Units**
**37**

<sup>1</sup> Required in Major or Support; also satisfies General Education (GE) requirement.

**Coming soon**