

EXPERIENCE AND EVENT MANAGEMENT (BS)

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
MAJOR COURSES		
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
Concentration		
(See list of Concentrations below)		18
SUPPORT COURSES		
BUS 2212	Financial Accounting for Nonbusiness Majors ²	3
or AGB 2214	Agribusiness Financial Accounting	
BUS 2215	Managerial Accounting ²	3
or AGB 3323	Decision Making with Agribusiness Accounting Information	
BUS 3346	Principles of Marketing	3
ENGL 3310	Corporate Communication (Upper-Division 4) ¹	3
Select from the following: (2) ¹		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	
GENERAL EDUCATION (GE)		
(See GE program requirements below)		37
FREE ELECTIVES		
Free Electives ³		1-3
Total Units		120

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

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

³ 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
REQUIRED COURSES		
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
Approved Electives		
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	
Total Units		18

Sport and Recreation Management

Code	Title	Units
REQUIRED COURSES		
EIM 1112 or EIM 1160	Introduction to Parks and Outdoor Recreation Introduction to Sport Management	3
EIM 2260 or EIM 2275	Community Relations and Sports-Based Youth Development Facilitation and Teambuilding Experiences	3
EIM 3323 or EIM 3325	Sport Marketing and the Fan Experience Leadership in Outdoor Experiences	3
Approved Electives		
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
Community & Nonprofit Recreation	
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
REQUIRED COURSES		
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
Approved Electives		
Select from the following:		6
Resort & Lodging Experience Management		
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

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

Area 6		Ethnic Studies	
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) ¹		0
Total Units			37

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