

EXPERIENCE INDUSTRY MANAGEMENT

<https://eim.calpoly.edu>

The Experience Industry is a cornerstone of American culture and critical to both the United States and global economies. Globally, the experience industry sees approximately \$980 billion in spending; in the United States, international tourism generates approximately \$250 billion, and the US is consistently ranked as one of the top tourism earners in the world. The experience industry includes (but is not limited to) event planning, sport management, travel, hospitality, tourism, destination management, leisure, and parks and recreation, providing structured and co-created experiences that contribute to quality of life, economic vitality, sustainability, and social equity. The industry offers numerous experience management employment opportunities, both in the United States and abroad.

Students are prepared for professional employment in destination management and marketing, corporate, mega, and social event planning, sport promotion and game-day operations, experiential marketing, hospitality management, tourism operations, park management, community recreation, employee experiences, outdoor recreation leadership, and convention and meeting management. Students select a concentration in event planning and management; tourism, hospitality, and destination management; and sport and recreation management.

To prepare students for their professional careers, the major culminates in required internship of at least 400 hours over one semester with an agency or organization within the experience industry management umbrella. Students must also complete 1,000 hours of paid or volunteer experience prior to the internship.

Graduates employed nationally and internationally strategize, design, create, plan, organize, execute and evaluate experience industry programs and services for visitors, guests, customers, and clients in a variety of settings. Management, marketing, and planning skills, developed through coursework and through practical, hands-on applications, allow for career progress into executive management positions within the experience industry.

Students develop those competencies through a myriad of partnerships developed by the department with local, state, national, and international organizations. These partnerships allow students, both in and out of the classroom, to gain valuable Learn by Doing experiences that set them apart from other entry-level professionals in the global market.

Undergraduate Programs

- Experience and Event Management (BS) (<https://catalog.calpoly.edu/agriculture-food-environmental-sciences/experience-industry-management/experience-and-event-management-bs/>)

Undergraduate Minors

- Event Planning and Experience Management Minor (<https://catalog.calpoly.edu/agriculture-food-environmental-sciences/experience-industry-management/event-planning-experience-management-minor/>)

EIM Courses

EIM 1101 Introduction to the Experience Industry (3 units)

Term Typically Offered: F, SP

Prerequisite: Recreation, Parks, and Tourism Administration major or Experience and Event Management major.

History, philosophy, theory, and organization of the experience industry. Exploration of the experience industry profession with emphasis upon functions, areas, facilities, clientele, and career opportunities. 3 lectures. Formerly RPTA 101.

EIM 1110 Orientation and College Success in Experience Industry Management (1 unit)

Term Typically Offered: TBD

CR/NC

Prerequisite: Recreation, Parks, and Tourism Administration major or Experience and Event Management major.

Orientation to Experience Industry Management and Recreation, Parks, and Tourism Administration fields. Development of two- to four-year plan toward graduation. Exploration of skills, learning strategies, and problem solving for college success. Career planning in experience industry management and introduction to professionalism. Credit/No Credit grading only. Half-semester course. Course may be offered in classroom-based or online format. 1 unit. Formerly RPTA 110.

EIM 1112 Introduction to Parks and Outdoor Recreation (3 units)

Term Typically Offered: F

Introduction to park and outdoor recreation systems. History, philosophy, policy, and principles of outdoor recreation, wilderness, park management, environmental education, outdoor education, visitor experiences, and natural resources recreation at the local, regional, national, and international levels. Field trips required. Course may be offered in classroom-based or hybrid format. 2 lectures, 1 laboratory. Formerly RPTA 112.

EIM 1114 Introduction to Hospitality and Travel (3 units)

Term Typically Offered: F, SP

Exploration of different sectors of the hospitality and tourism industries, travel motivations, tourism supply and demand, tourism development, trends and issues, and effects of tourism on individuals, cultures, and the natural environment. Career opportunities in the hospitality and travel industries. Field trips required. Course may be offered in classroom-based or online format. 3 lectures. Formerly RPTA 114.

EIM 1160 Introduction to Sport Management (3 units)

Term Typically Offered: F, SP

Introduction to the philosophy, organization, issues and career paths of sport management. Emphasis on ethical decision-making and career opportunities in youth, interscholastic, intercollegiate, professional, and international sport. Course may be offered in classroom-based or hybrid format. 3 lectures. Formerly RPTA 160.

EIM 2201 Sociocultural Dimensions of Work and Leisure (3 units)

Term Typically Offered: F, SP, SU

2026-28 or later catalog: GE Area 4B

2020-26 catalogs: GE Area D2

History and theoretical framework associated with the interplay between work and leisure in the United States. Global perspective examining sociocultural differences and marginalization of groups. Issues impacting work-life balance including technology, demography, geography, corporate culture, and career fields. Course offered in hybrid format with classroom-based and online learning. 3 lectures. Fulfills GE Area 4B (GE Area D2 for students on the 2020-26 catalogs). Formerly RPTA 201.

EIM 2210 Experience Design: Theories and Applications (4 units)

Term Typically Offered: F, SP

Prerequisite: Recreation, Parks, and Tourism Administration major, Experience and Event Management major or Event Planning and Experience Management minor; and RPTA 101 or EIM 1101.

Foundational knowledge, experience design theories, program planning, execution, and evaluation in experience industry settings. Human-centered design and interrelationships of built and natural resources with structured and co-created experiences. Creative tools and processes, including design thinking, narrative storyboarding, and experience mapping. Course may be offered in classroom-based or hybrid format. 3 lectures, 1 activity. Formerly RPTA 210.

EIM 2216 Resort and Lodging Operations (3 units)

Term Typically Offered: SP

Prerequisite: Recreation, Parks, and Tourism Administration major; Experience and Event Management major; or Event Planning and Experience Management minor.

Exploration of the technical operations integral to resort and lodging: food, beverage and restaurant; housekeeping and engineering; sales and catering departments; staff management and state, national, and international classification systems. Field trips required. 2 lectures, 1 activity. Formerly RPTA 216.

EIM 2255 Leadership and Diverse Groups (3 units)

Term Typically Offered: F, SP

Prerequisite: Recreation, Parks, and Tourism Administration major or Experience and Event Management major.

Development and analysis of leadership competencies in the experience industry. Emphasis on leadership, human development, and group dynamic theories and models for working with diverse populations, such as people with disabilities, diverse social and cultural groups, and diversity of ages. Course may be offered in classroom-based, online, or hybrid format. 2 lectures, 1 activity.

EIM 2260 Community Relations and Sports-Based Youth Development (3 units)

Term Typically Offered: SP

Prerequisite: Recreation, Parks, and Tourism Administration major, Experience and Event Management major, Event Planning and Experience Management minor, Exercise and Sport Studies minor, or Sport Science Concentration.

Philosophy, foundations, policy and techniques underlying community relations and sports-based youth development in public, private and commercial settings. Methods of program planning, organization, implementation, and evaluation with emphasis on mission development. Field trip required. 2 lectures, 1 activity. Formerly RPTA 260.

EIM 2270 Special Topics (1-3 units)

Term Typically Offered: TBD

Prerequisite: Consent of instructor.

Directed group study of special topics. The Class Schedule will list topic selected. Repeatable up to 6 units. 1 to 3 lectures. Formerly RPTA 270.

EIM 2275 Facilitation and Teambuilding Experiences (3 units)

Term Typically Offered: SP

Techniques and models used in leadership, facilitation, and team building. Emphasis on leadership and facilitation styles and models, team building and group dynamics, and working with various populations. Field trip required. 3 seminars. Crosslisted as EIM/MSL 2275. Formerly MSL/RPTA 275.

EIM 3302 Environmental and Wilderness Education (3 units)

Term Typically Offered: TBD

Prerequisite: Junior standing.

Education and teaching techniques that apply to learning experiences in an outdoor environment. Impact of natural resource usage that affects sociological, cultural, biological, and physical resources. Educational strategies for presenting environmental learning to grades K-12 in selected environments. Field trip required. 2 lectures, 1 activity. Formerly RPTA 302.

EIM 3313 Sustainability in the Experience Industry (3 units)

Term Typically Offered: F, SP

Prerequisite: Junior standing; and RPTA 210 or EIM 2210 with a grade of C- or better or consent of instructor.

Investigation of sustainability in the experience industry. Emphasis on the impacts of climate change on facility design, industry practices, service provisions, and environmental and social justice issues in the management of experience industry facilities and facilitation of experiences. Course may be offered in classroom-based, online, or hybrid format. 3 lectures. Formerly RPTA 313.

EIM 3317 Hospitality, Convention and Meeting Management (3 units)

Term Typically Offered: F, SP

Prerequisite: Junior standing; and Recreation, Parks, and Tourism Administration major; Experience and Event Management major; or Event Planning and Experience Management minor.

Role of conventions, meetings, and events in the hospitality and travel industry. Factors involved in meeting planning for small and large groups to include committees, amenities, operations logistics, venue selection, technology, virtual meetings, registration, catering arrangements, sustainable operations and evaluation. Field trips required. Course may be offered in classroom-based, online, or hybrid format. 2 lectures, 1 activity. Formerly RPTA 317.

EIM 3318 Destination and Hospitality Marketing & Management (3 units)

Term Typically Offered: SP

Prerequisite: Junior standing; and Recreation, Parks, and Tourism Administration major; Experience and Event Management major; or Event Planning and Experience Management minor.

Development and roles that destination management and marketing organizations, destination management companies, hospitality businesses, and convention and visitors bureaus play in the tourism industry. Destination and hospitality marketing practices and strategies. The major areas of destination and hospitality management, including service, roles and responsibilities, research, and product development. Course may be offered in classroom-based or online format. 3 lectures. Formerly RPTA 318.

EIM 3320 Strategic Event Planning (3 units)

Term Typically Offered: F, SP

Prerequisite: Junior standing; and Recreation, Parks, and Tourism Administration major; Experience and Event Management major, Wine and Viticulture major; or Event Planning and Experience Management minor.

Strategy and successful practices in special event planning. Emphasis on conceptualization, strategy, analysis, and planning considerations of small to large-scale events. Exploration of event planning and experience management as a profession. Course may be offered in classroom-based or hybrid format. 2 lectures, 1 activity. Formerly RPTA 320.

EIM 3321 Visitor Services in Experience Industry Management (1-3 units)

Term Typically Offered: TBD

Prerequisite: RPTA 210 or EIM 2210.

Management issues in meeting the needs of experience industry businesses and organizations. Topics to include customer satisfaction, service quality, visitor experiences, customer service skills and procedures, and creating a customer focused organization. The Class Schedule will list subtitle selected. Repeatable up to 9 units. Course may be offered in classroom-based, online, or hybrid format. 1-3 seminars. Formerly RPTA 321.

EIM 3323 Sport Marketing and the Fan Experience (3 units)

Term Typically Offered: F

Prerequisite: Junior standing; and one of the following: Recreation, Parks, and Tourism Administration major, Experience and Event Management major, Event Planning and Experience Management minor, or Exercise and Sport Studies minor.

Exploration of professional sports and intercollegiate athletics through the lens of sport marketing and the fan experience. Development of marketing strategies employed to increase attendance, enhance attendee experiences, and build fan loyalty. 3 lectures. Formerly RPTA 323.

EIM 3325 Leadership in Outdoor Experiences (3 units)

Term Typically Offered: SP

Prerequisite: Junior standing; and RPTA 255 or EIM 2255.

Theoretical principles and experience in leadership, judgment, and decision-making in outdoor and adventure settings. Field trip required. Course may be offered in classroom-based or hybrid format. 2 lectures, 1 activity. Formerly RPTA 325.

EIM 3328 Environmental Leadership and Community Engagement (3 units)

Term Typically Offered: TBD

2026-28 or later: Upper-Div GE Area 4

2020-26 catalogs: Upper-Div GE Area D

Sustainability Focused

Prerequisite: Junior standing; completion of GE Area 1 with grades of C- or better (GE Area A for the 2020-26 catalogs); completion of GE Area 2 with a grade of C- or better (GE Area B4 for the 2020-26 catalogs); and completion of one lower-division course in GE Area 4 (GE Areas D1 or D2 for the 2020-26 catalogs).

Theories and practices of leadership and community engagement for a wide range of environmental issues. Development of personal leadership skills and methods for effectively working with non-profit organizations, governmental agencies, community groups, and the private sector to advance sustainability principles. Course may be offered in classroom-based or online format. 3 lectures. Crosslisted as EIM/NR 3328. Fulfills GE Upper-Division 4 (GE Area Upper-Division D for students on the 2020-26 catalogs). Formerly NR/RPTA 328.

EIM 3330 Directed Field Experience (3 units)

Term Typically Offered: F, SP, SU

CR/NC

Prerequisite: RPTA 210 or EIM 2210 with C- or better; and consent of instructor.

Practical work experience in related phases of the experience industry in an organization under qualified supervision. Repeatable up to 6 units. Credit/No Credit grading only. Formerly RPTA 330.

EIM 3360 Assessment and Evaluation of Experience Industry Management (3 units)

Term Typically Offered: F, SP

Prerequisite: Junior standing; RPTA 210 or EIM 2210 with C- or better or consent of instructor; and one of the following: STAT 218, STAT 1110, STAT 251, or STAT 1210.

Evaluation of experience industry programs using a variety of research methodologies. Needs assessment, program evaluation, research design, and decision making based on data analysis. Course may be offered in classroom-based or hybrid format. 2 lectures, 1 laboratory. Formerly RPTA 360.

EIM 3370 Experiential Marketing Strategies for Experience Industry Management (3 units)

Term Typically Offered: F, SP

Prerequisite: Junior standing; and Recreation, Parks, and Tourism Administration major; Experience and Event Management major; or Event Planning and Experience Management minor.

Core principles of experiential marketing within the realm of tourism, hospitality, and destination management. Sport and recreation experience management, and event planning and experience management. Emphasis on strategies to actively engage consumers in experience industry settings. Field trip may be required. 3 lectures. Formerly RPTA 370.

EIM 4400 Special Problems for Advanced Undergraduates (1-3 units)

Term Typically Offered: F, SP, SU

Prerequisite: RPTA 210 or EIM 2210 with C- or better and consent of instructor.

Individual investigation, research, studies, or surveys of selected problems. Repeatable up to 6 units. Formerly RPTA 400.

EIM 4405 Principles of Experience Industry Management (3 units)

Term Typically Offered: F, SP

Prerequisite: Senior standing; RPTA 210 or EIM 2210; and RPTA 255 or EIM 2255.

Analysis and practice of management processes as they are applied to experience industry management organizations, including planning, organizing, leading, and controlling. Risk management concepts explored. Emphasis upon application of theories, practices, and case studies in experience industry management settings. Course may be offered in classroom-based or online format. 3 lectures. Formerly RPTA 405.

EIM 4412 Advanced Experience Industry Management Applications (1-3 units)

Term Typically Offered: SP

Prerequisite: RPTA 210 or EIM 2210.

Current topics on aspects of experience industry management. Field trip may be required. The Class Schedule will list topic selected. Repeatable up to 9 units. Course may be offered in classroom-based, online, or hybrid format. 1 to 3 seminars. Formerly RPTA 412.

EIM 4416 Interpreting Experience Industry Data Analytics (3 units)

Term Typically Offered: F, SP

Prerequisite: RPTA 360 or EIM 3360.

Interpretation of data and metrics used in the experience industry. Exploration of methods to measure customer experiences and translate data into strategic decisions. Analytics software will be used to visualize datasets. Techniques for interpreting datasets and building compelling presentations. Course may be offered in classroom-based, online, or hybrid format. 2 lectures, 1 laboratory. Formerly RPTA 416.

EIM 4420 Strategic Event Implementation (3 units)

Term Typically Offered: SP

Prerequisite: Junior standing; and RPTA 320 or EIM 3320.

Management strategies and practices for small to large-scale community festivals and events. Emphasis on strategy, sponsorship, marketing, staffing, production, and budgeting. Field trip may be required. 3 lectures. Formerly RPTA 420.

EIM 4424 Financial Management in the Experience Industry (3 units)

Term Typically Offered: F, SP

Prerequisite: Senior standing; one of the following: AGB 323, AGB 3323, BUS 215, or BUS 2215; and RPTA 360 or EIM 3360 with C- or better or consent of instructor. Recommended: ENGL 310 or ENGL 3310.

Financing experience industry products and services in public, private, commercial and voluntary settings. Emphasis on sources and methods of financing. Operational and financial cost analysis. Forecasting, budgeting, pricing, and fiscal master planning through use of computer technology. Course may be offered in classroom-based, online, or hybrid format. 3 lectures. Formerly RPTA 424.

EIM 4450 Resource and Grant Development (3 units)

Term Typically Offered: TBD

Prerequisite: Junior standing or graduate standing.

Explores principles of grant writing and resource development, including researching grant funding resources from both the private and public experience industry sectors. Preparing grant proposals, grant administration, partnerships, and sponsorships. Course may be offered in classroom-based, online, or hybrid format. 3 lectures. Formerly RPTA 450.

EIM 4460 Senior Project: Experience Industry Management (3 units)

Term Typically Offered: F, SP

Prerequisite: Senior standing; ENGL 310 or ENGL 3310; completion of the Graduation Writing Requirement; RPTA 360 or EIM 3360 with a C- or better; and consent of instructor.

Selection and completion of an individual senior project. Collect data and/or synthesize and evaluate information and draw conclusions based on that process. Formal oral and written report. Information synthesis and evaluation. Emphasis on critical thought and analysis of industry trends and issues. 2 lectures, 1 laboratory. Formerly RPTA 460.

EIM 4461 Senior Project: Student Research (3 units)

Term Typically Offered: F, SP

Prerequisite: Senior standing; ENGL 310 or ENGL 3310; completion of the Graduation Writing Requirement; RPTA 360 or EIM 3360 with a C- or better; and consent of instructor.

Completion of an academic research project under faculty supervision addressing typical challenges that professionals may encounter in the experience industry. Analytical, formal academic paper and presentation is required for completion. Formerly RPTA 461.

EIM 4463 Pre-Internship Seminar (1 unit)

Term Typically Offered: F, SP

CR/NC

Prerequisite: Junior standing; and Recreation, Parks, and Tourism Administration major or Experience and Event Management major. Recommended: Enrollment two semesters prior to RPTA 465 or EIM 4465.

Exploration of professionalism, internship opportunities and practices. Internship selection process and procedures introduced. Credit/No Credit grading only. Course may be offered in classroom-based or online format. 1 seminar. Formerly RPTA 463.

EIM 4465 Internship (12 units)

Term Typically Offered: F, SP, SU

CR/NC

Prerequisite: RPTA 463 or EIM 4463; minimum GPA of 2.0; 1,000 verified hours of advisor-approved paid and/or volunteer experience subsequent to high school; completion of all university coursework other than Internship; or approval of Internship Coordinator.

Full-time concentration-specific practical work experience over an academic term with an approved organization. Comprehensive involvement in organization's programs, services and administration. Credit/No Credit grading only. Formerly RPTA 465.

EIM 4470 Special Advanced Topics (1-3 units)

Term Typically Offered: TBD

Prerequisite: Consent of instructor.

Directed group study of special topics for advanced students. The Class Schedule will list topic selected. Repeatable up to 6 units. 1 to 3 lectures. Formerly RPTA 470.

EIM 4471 Special Advanced Laboratory (1-3 units)

Term Typically Offered: TBD

Prerequisite: Consent of instructor.

Directed group laboratory study of special topics for advanced students. The Class Schedule will list topic selected. Repeatable up to 6 units. 1-3 laboratories. Formerly RPTA 471.

EIM 4480 Leadership Practice (1 unit)

Term Typically Offered: TBD

Prerequisite: Junior standing.

Tasks associated with the development of personal leadership skills. Study and practice in setting goals and objectives. Developing, evaluating, and implementing a project independently and as part of a team. Decision-making and problem-solving emphasized. Repeatable up to 4 units. 1 lecture. Crosslisted as NR/RPTA 4480. Formerly NR/RPTA 472.