# Event Planning and Experience Management Concentration

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
<th>Credits</th>
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<tbody>
<tr>
<td>RPTA 114</td>
<td>Introduction to Hospitality and Travel</td>
<td>4</td>
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<tr>
<td>RPTA 317</td>
<td>Hospitality, Convention and Meeting Management</td>
<td>4</td>
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<tr>
<td>RPTA 320</td>
<td>Strategic Event Planning</td>
<td>4</td>
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<tr>
<td>RPTA 420</td>
<td>Strategic Event Implementation</td>
<td>4</td>
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**Approved Electives**  
Select from the following, with a minimum of 4 units upper-division:  
- BUS 207: Legal Responsibilities of Business  
- BUS 418: Listening to the Customer  
- BUS 419: Strategic Marketing Measurement  
- BUS 421: Marketing Analytics and Business Intelligence  
- COMS 211: Interpersonal Communication  
- COMS 301: Business and Professional Communication  
- COMS 384: Media Effects  
- FSN 121: Fundamentals of Food  
- FSN 202: Introduction to Human Nutrition  
- FSN 250: Food and Nutrition: Culture and Customs (USCP)  
- FSN 275: Elements of Food Safety  
- FSN 319: The Science of Food for the Consumer  
- FSN 321: Contemporary Issues in Food Choice and Preparation  
- FSN 340: Fermented Foods  
- FSN 343: Foodservice Operations I  
- FSN 344: Foodservice Operations II  
- GRC 376: Web and Print Publishing  
- JOUR 312: Public Relations  
- JOUR 331: Stagecraft I  
- JOUR 332: Stagecraft II  
- PLSC 215: Floral Design I  
- PLSC 225: Floral Design II  
- RPTA 216: Resort and Lodging Operations  
- RPTA 314: Sustainable Travel and Tourism Planning  
- RPTA 318: Destination Marketing & Management  
- RPTA 321: Visitor Services in Experience Industry Management  
- RPTA 323: Sport Marketing and the Fan Experience  
- RPTA 330: Directed Field Experience  
- RPTA 350: Sport and Event Venue Management  
- RPTA 400: Special Problems for Advanced Undergraduates  
- RPTA 412: Advanced Experience Industry Management Applications  
- RPTA 450: Resource and Grant Development  
- STAT 252: Statistical Inference for Management II  
- TH 230: Stagecraft I  
- TH 330: Stagecraft II  
- WVIT 102: Global Wine and Viticulture  
- WVIT 343: Branded Wine Marketing  
- WVIT 344: Direct to Consumer Wine Sales  
- WVIT 345: Wine Marketing Research and Market Analysis  
- WVIT 433: Wine Sales and E-Commerce  

**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 are taken to meet a Support Elective area requirement, they cannot be double-counted as a concentration advisor approved elective.

3. A maximum of 4 units of RPTA 330 may be applied to Approved Electives.