TOURISM, HOSPITALITY, AND DESTINATION MANAGEMENT CONCENTRATION

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
<th>Units</th>
</tr>
</thead>
<tbody>
<tr>
<td>RPTA 114</td>
<td>Introduction to Hospitality and Travel</td>
<td>4</td>
</tr>
<tr>
<td>RPTA 216</td>
<td>Resort and Lodging Operations</td>
<td>4</td>
</tr>
<tr>
<td>RPTA 317</td>
<td>Hospitality, Convention and Meeting Management</td>
<td>4</td>
</tr>
<tr>
<td>RPTA 318</td>
<td>Destination Marketing &amp; Management</td>
<td>4</td>
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</table>

Approved Electives 1,2
Select from the following, with a minimum of 4 units upper-division:

Resort & Lodging Experience Management
- AGB 260  Agribusiness Data Literacy
- AGB 327  Agribusiness Data Analysis
- AGC 301  New Media Communication Strategies in Agriculture
- BUS 207  Legal Responsibilities of Business
- BUS 302  International and Cross Cultural Management
- BUS 382  Leadership and Organizations
- BUS 418  Listening to the Customer
- BUS 419  Strategic Marketing Measurement
- BUS 421  Marketing Analytics and Business Intelligence
- BUS 446  International Marketing
- ECON 221  Microeconomics
- GRC 376  Web and Print Publishing
- JOUR 312  Public Relations
- PSC/UNIV 391  Appropriate Technology for the World's People: Development
- RPTA 314  Sustainable Travel and Tourism Planning
- RPTA 321  Visitor Services in Experience Industry Management
- RPTA 330  Directed Field Experience 3
- RPTA 350  Sport and Event Venue Management
- RPTA 400  Special Problems for Advanced Undergraduates
- RPTA 412  Advanced Experience Industry Management Applications
- RPTA 420  Strategic Event Implementation
- RPTA 450  Resource and Grant Development
- RPTA/NR 472  Leadership Practice
- STAT 252  Statistical Inference for Management II
- WVIT 343  Branded Wine Marketing
- WVIT 433  Wine Sales and E-Commerce

Food & Beverage Experience Management
- BUS 207  Legal Responsibilities of Business
- BUS 302  International and Cross Cultural Management
- BUS 310  Introduction to Entrepreneurship
- BUS 418  Listening to the Customer
- COMS 201  Advanced Public Speaking
- COMS 211  Interpersonal Communication
- CRP 212  Introduction to Urban Planning
- CRP 214  Land Use and Transportation Studies
- CRP/ES 215  Planning for and with Multiple Publics
- CRP 334  Cities in a Global World
- ECON 221  Microeconomics
- GEOG 308  Global Geography
- GRC 376  Web and Print Publishing
- JOUR 312  Public Relations
- JOUR 331  Contemporary Advertising
- JOUR 342  Public Relations Writing and Editing
- PSY 201  General Psychology
- PSY 252  Social Psychology
- RPTA 314  Sustainable Travel and Tourism Planning
- RPTA 320  Strategic Event Planning
- RPTA 321  Visitor Services in Experience Industry Management
- RPTA 330  Directed Field Experience 3
- RPTA 350  Sport and Event Venue Management
- RPTA 400  Special Problems for Advanced Undergraduates
- RPTA 412  Advanced Experience Industry Management Applications
- RPTA 420  Strategic Event Implementation
- RPTA 450  Resource and Grant Development
- RPTA/NR 472  Leadership Practice
- WVIT 343  Branded Wine Marketing
- WVIT 345  Wine Marketing Research and Market Analysis
- WVIT 434  Wine Marketing Research and Market Analysis
- WVIT 433  Wine Sales and E-Commerce

Tourism Planning & Destination Management
- BUS 207  Legal Responsibilities of Business
- BUS 302  International and Cross Cultural Management
- BUS 310  Introduction to Entrepreneurship
- BUS 418  Listening to the Customer
- COMS 201  Advanced Public Speaking
- COMS 211  Interpersonal Communication
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1,2 Approved Electives

3 Directed Field Experience
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<tbody>
<tr>
<td>FSN 321</td>
<td>Contemporary Issues in Food Choice and Preparation</td>
</tr>
<tr>
<td>FSN 340</td>
<td>Fermented Foods</td>
</tr>
<tr>
<td>FSN 343</td>
<td>Foodservice Operations I</td>
</tr>
<tr>
<td>FSN 344</td>
<td>Foodservice Operations II</td>
</tr>
<tr>
<td>GRC 376</td>
<td>Web and Print Publishing</td>
</tr>
<tr>
<td>JOUR 312</td>
<td>Public Relations</td>
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<td>Leadership Practice</td>
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<tr>
<td>WVIT 102</td>
<td>Global Wine and Viticulture</td>
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<tr>
<td>WVIT 343</td>
<td>Branded Wine Marketing</td>
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<tr>
<td>WVIT 344</td>
<td>Direct to Consumer Wine Sales</td>
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**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 is taken to meet a support elective area requirement, it cannot be double-counted as an Approved Elective.

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