## Tourism, Hospitality, and Destination Management Concentration

**RPTA 114** Introduction to Hospitality and Travel 4

**RPTA 216** Resort and Lodging Operations 4

**RPTA 317** Hospitality, Convention and Meeting Management 4

**RPTA 318** Destination Marketing & Management 4

**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
- **JOUR 331** Contemporary Advertising
- **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 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
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<tr>
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<tr>
<td>FSN 321</td>
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<td>FSN 340</td>
<td>Fermented Foods</td>
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<td>FSN 343</td>
<td>Foodservice Operations I</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.