

EVENT PLANNING AND EXPERIENCE MANAGEMENT MINOR

Required Courses

RPTA 317	Hospitality, Convention and Meeting Management	4
RPTA 320	Strategic Event Planning	4
RPTA 370	Experiential Marketing Strategies for Experience Industry Management	4
RPTA 420	Strategic Event Implementation	4

Approved Electives

Select from the following:		8
RPTA 114	Introduction to Hospitality and Travel	
RPTA 121	Theories and Frameworks of Experience Design	
RPTA 160	Introduction to Sport Management	
RPTA 216	Resort and Lodging Operations	
RPTA 221	Professionalism and Customer Experiences	
RPTA 275	Facilitation and Teambuilding	
RPTA 318	Destination Marketing & Management	
RPTA 321	Visitor Services in Experience Industry Management	
RPTA 323	Sport Marketing and the Fan Experience	
RPTA 350	Sport and Event Venue Management	
RPTA 393	Hospitality Sales and Service	
RPTA 412	Advanced Experience Industry Management Applications	
RPTA 450	Resource and Grant Development	

Total units		24
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