Cal Poly’s Experience Industry Management Department teaches students how to design, co-create, deliver and manage experiences that impact quality of life and economic vitality. This knowledge equips graduates to facilitate experiences across all sectors of industries related to tourism, hospitality, travel, event planning, outdoor recreation management, community recreation, sport management, and destination marketing.

Faculty and students work closely together in and outside of the classroom to facilitate and create optimal experiences at events, programs, venues and destinations in one of the world’s largest and most dynamic industries.

The mission of our nationally accredited program is to advance leadership and knowledge in experience industry management. Faculty, students and alumni of the program accomplish this mission through a vision of cultivating leaders and innovators in industries that promote healthy lifestyles, protect memorable places and facilitate life-enhancing experiences for individuals, communities and the global society. Students take classes in leadership, management, experience design, finance, law, experiential marketing, customer experiences, and other areas to prepare them for careers in the vast experience industry.

**MAJORS:** Recreation, Parks and Tourism Administration

**MINOR:** Event Planning & Experience Management

**CONCENTRATIONS:** Event Planning and Experience Management, Sport & Recreation Experience Management, Tourism, Hospitality and Destination Management
DEPARTMENT HIGHLIGHTS

$46,000
Median salary of experience industry management graduates within one year of graduation.

Student Clubs
The department’s clubs provide additional educational avenues and social outlets for students. The Experience Industry Management Club offers career networking and social opportunities. Rho Phi Lambda, a professional national honorary society, hosts an annual career fair.

On the Job
Alumni have gone on to pursue careers such as event planners, tourism managers, venue managers, sport supervisors, sales and marketing directors, hotel managers, outdoor recreation planners, recreation business owners, travel trade managers, destination marketing directors, park and recreation directors and experience design specialists employed with organizations including Apple, Tesla, the San Francisco 49ers, George P. Johnson Experience Marketing, Mission Viejo, Jackson Family Wines, California State Parks, Google, Visit Anaheim, Airbnb and the Boutique Hotel Collection.

Learn by Doing
Students in the Experience Industry Management department have special opportunities to explore the field and apply what they’re learning, in and out of the classroom. Study abroad courses, like the Sustainable Tourism course in the Dominican Republic, promote global citizenship with other, diverse cultures. Unique industry partnerships, including the Junior Giants and the Catalina Island Conservancy, provide opportunities for students to apply what they learn in the classroom and build their professional networks.

Live. Protect. Explore.
LIFE BALANCE
LEADERSHIP AND INNOVATION
SERVICE
CURiosity and CREATIVITY
SUSTAINABILITY
DIVERSITY AND INCLUSIVITY

CONNECT
805-756-1288  eim.calpoly.edu
Facebook: /CalPoly.CAFES  Twitter: @CalPoly_CAFES  Instagram: CalPoly_CAFES