



DEPARTMENT OF

Experience Industry Management

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.



Overview

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.

MAJOR

- Recreation, Parks and Tourism Administration
Starting Fall 2026, this will be known as Experience and Event Management.

MINOR

- Event Planning and Experience Management

CONCENTRATIONS

- Event Planning and Experience Management
Starting Fall 2026, this will be known as Event Planning and Management.
- Sport and Recreation Management
- Tourism, Hospitality and Destination Management

ON THE JOB

CAREERS

- Catering and sales managers
- Corporate event planners
- Destination marketing directors
- Event and experiential marketing specialists
- Experience designers
- Hospitality sales executives
- Hotel managers
- Outdoor recreation leaders
- Park and recreation directors
- Park rangers
- Recreation business owners
- Sport and event venue managers
- Sport supervisors
- Sustainable travel and tourism operators

TOP EMPLOYERS

- George P. Johnson
- Salesforce
- San Francisco Giants

STUDENT CLUBS

- Experience Industry Management Club
- Rho Phi Lambda



☺ A student demonstrates how to use a virtual reality Oculus headset in the Experience Innovation Lab.

Department Highlights

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 a 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.

LEARN BY DOING

Students in the Experience Industry Management Department take advantage of unique opportunities to explore the field and apply what they're learning in and out of the classroom and lab. Every student has at least one internship while at Cal Poly. Study abroad courses, like the Sustainable Tourism course in the Dominican Republic and Germany, 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.

EXPERIENCE INNOVATION

The new Experience Innovation Lab, prominently located in the William and Linda Frost Center for Research and Innovation in the heart of Cal Poly's campus, is a place for burgeoning experiential marketing leaders and experience designers to grow and innovate.



The Experience Industry Management Department sets up its students up to thrive in the workplace. Throughout my four years in this department, I learned how to create a website for our Experience Innovation Lab, design engaging social media posts, lead other passionate individuals and develop my own personal brand. I can't imagine my time at Cal Poly without being a part of the Experience Industry Management department. ”

— *Susanna Hoffman, Recreation, Parks and Tourism Administration, '23*



FIND OUT MORE

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