



**CAL POLY**

College of Agriculture, Food  
& Environmental Sciences

# EXPERIENCE INDUSTRY MANAGEMENT DEPARTMENT

## 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

### MINOR

EVENT PLANNING AND  
EXPERIENCE MANAGEMENT

### CONCENTRATIONS

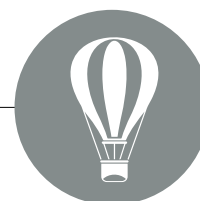
- EVENT PLANNING AND  
EXPERIENCE MANAGEMENT
- SPORT AND RECREATION  
MANAGEMENT
- TOURISM, HOSPITALITY AND  
DESTINATION MANAGEMENT



PROMOTE  
HEALTHY  
LIFESTYLES



PROTECT  
MEMORABLE  
PLACES



FACILITATE  
LIFE-ENHANCING  
EXPERIENCES

**The Experience Industry Management Department truly embodies the Learn by Doing philosophy. Rather than simply learning concepts, we go into the world and see our ideas and events come to life. The industry connections, like those with state park rangers, has given me the opportunity to explore my interest in outdoor recreation."**

**THEO LEIER**, recreation, parks and tourism administration major

STUDENT IMPACT





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 cultivat-

ing 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.

## DEPARTMENT HIGHLIGHTS

### 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.

### BEST IN THE NATION

Cal Poly's Experience Industry Management Department has been named the third-best department in the nation for the study of parks, recreation and leisure, according to a report by the higher education research firm College Factual.



## 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

## CONNECT

805-756-1288  
eim.calpoly.edu

/CALPOLY.CAFES

@CALPOLY\_CAFES

@CALPOLY\_CAFES

/CALPOLY\_CAFES