EXPERIENCE INDUSTRY MANAGEMENT

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 EIM 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 LIER, experience industry management major
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.

**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

**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 new report by higher education research firm College Factual.