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 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 opporunity to explore my interest in outdoor recreation."**

*THEO LIER, experience industry management 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 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.

# 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.

# 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

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