



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

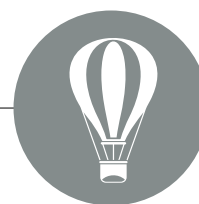
- EVENT PLANNING AND
EXPERIENCE MANAGEMENT
- SPORT AND RECREATION
MANAGEMENT
- TOURISM, HOSPITALITY AND
DESTINATION MANAGEMENT



PROMOTE
HEALTHY
LIFESTYLES



PROTECT
MEMORABLE
PLACES



FACILITATE
LIFE-ENHANCING
EXPERIENCES

I appreciate how the Experience Industry Management Department makes it easy for you to get hands-on learning. For the past two years, I have found my internships through a career fair the department helps host. Last summer I was a weddings intern at the Cliffs Hotel & Spa, and more recently I was the events intern at Launch, Inc. I can now imagine what a job in the events industry will be like after graduation."

SUSANNA HOFFMAN, recreation, parks and tourism administration major

STUDENT IMPACT



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

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.

CONNECT

805-756-1288
eim.calpoly.edu

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