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

$46,000 MEDIAN SALARY OF EXPERIENCE INDUSTRY MANAGEMENT GRADUATES WITHIN ONE YEAR OF GRADUATION.
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

805-756-1288
eim.calpoly.edu

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