

CAL POLY

College of Agriculture, Food
& Environmental Sciences

EXPERIENCE INDUSTRY MANAGEMENT Department



FACT SHEET

Cal Poly's Experience Industry Management Department teaches students how to plan, 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 and sport management.

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, memorable places and life-enhancing experiences for individuals, communities and the global society. Students take classes in leadership, management, experience program design, finance, law, experiential marketing, customer experiences, and other areas to prepare them for careers in the vast experience industry.

MAJORS: Recreation, Parks and Tourism Administration

CONCENTRATIONS: Hospitality and Tourism Management; Outdoor Recreation Management; Event Planning and Management; Sport Management

DEPARTMENT HIGHLIGHTS



\$43,000

Median salary of experience industry management graduates within one year of graduation.

Student Clubs

The department's clubs provide additional educational avenues and social outlets for students. The Experience Industry Management Club offers career networking and social opportunities. Rho Phi Lambda, a professional national honorary society, hosts an annual career fair.

On the Job

Alumni have gone on to pursue careers such as event planners, tourism managers, venue managers, sport supervisors, sales and marketing directors, hotel managers, outdoor recreation planners, recreation business owners, travel trade managers, tourism marketing directors, park and recreation directors and customer experience design specialists employed with organizations including the San Francisco 49ers, George P. Johnson Experience Marketing, Mission Viejo, Jackson Family Wines, California State Parks, Google, Visit Anaheim, Airbnb and the Boutique Hotel Collection.

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 Super Bowl Host Committee Volunteer program, provide opportunities for students to apply what they learn in the classroom and build their professional networks.

Live. Protect. Explore.

LIFE BALANCE

LEADERSHIP AND INNOVATION

SERVICE

FACILITATE LIFE-ENHANCING EXPERIENCES

PROTECT MEMORABLE PLACES

PROMOTE HEALTHY LIFESTYLES

COMMUNITY AND COLLABORATION

PROFESSIONALISM AND INTEGRITY

CURIOSITY AND CREATIVITY **SUSTAINABILITY** DIVERSITY AND INCLUSIVITY

CONNECT

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