



**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

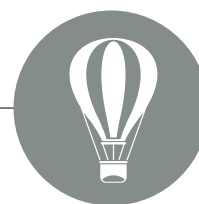
- EVENT PLANNING AND  
EXPERIENCE MANAGEMENT
- SPORT AND RECREATION  
MANAGEMENT
- TOURISM, HOSPITALITY AND  
DESTINATION MANAGEMENT



PROMOTE  
HEALTHY  
LIFESTYLES



PROTECT  
MEMORABLE  
PLACES



FACILITATE  
LIFE-ENHANCING  
EXPERIENCES

**The Experience Industry Management Department sets up its students up to thrive in the workplace. Throughout my four years in this department, I learned how to create a website for our Experience Innovation Lab, design engaging social media posts, lead other passionate individuals and develop my own personal brand. I can't imagine my time at Cal Poly without being a part of the Experience Industry Management department. "**

**SUSANNA HOFFMAN** (Recreation, Parks and Tourism Administration, '23)

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 take advantage of unique opportunities to explore the field and apply what they're learning, in and out of the classroom and lab. 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.

### EXPERIENCE INNOVATION

The new Experience Innovation Lab, prominently located in the William and Linda Frost Center for Research and Innovation in the heart of Cal Poly's campus, is a place for burgeoning experiential marketing leaders and experience designers to grow and innovate.



## 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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eim.calpoly.edu

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