

WELCOME TO EXPERIENCE INDUSTRY MANAGEMENT





CAL POLY

MEET THE FACULTY

Live. Protect. Explore.



Jerusha Greenwood, Ph.D.
Associate Professor

- Undergraduate & Internship Coordinator
- Tourism Planning & Management
- Sustainable Tourism
- Agritourism & Wine Tourism



Bill Hendricks, Ph.D.
Department Head

- Visitor Experiences
- Recreation Resource Management
- Destination Stewardship



Keri Schwab, Ph.D.
Associate Professor

- Youth Development
- Community Recreation
- Social and Environmental Justice
- Scholarship of Teaching & Learning



Kevin Lin, Ph.D.
Assistant Professor

- Special Event Planning & Management
- Conventions & Trade Shows



Brian Greenwood, Ph.D.
Professor

- Sports-Based Youth Development
- Scholarship of Teaching and Learning
- Technology and Learning



Marni Goldenberg, Ph.D.
Professor

- Outdoor/Adventure Recreation Adventure Leadership
- Outdoor and Experiential Education



Andrew Lacanienta, Ph.D.
Assistant Professor

- Experience Design
- Storytelling
- Immersive events
- Co-creation
- Structured experiences



CAL POLY

MEET THE STUDENTS





ADVISORY COUNCIL



Barb Newton,
Cal Travel Association



Rodrigo Espinosa,
George P. Johnson



Tim Ryan,
Pebble Beach
Resorts



Megan Bleichner
,
Oracle



Sara Grauf,
San Francisco Giants



Ryan Becker,
Visit California

VISION

The vision of the Experience Industry Management Department is to cultivate leaders and innovators in industries that promote healthy lifestyles, protect memorable places, and facilitate life-enhancing experiences for individuals, communities, and the global society.



CAL POLY

EXPERIENCE INDUSTRY MANAGEMENT D

- B.S. Recreation, Parks, & Tourism Administration
- **425** students in the major and minor
- Nationally accredited program
- Over **90%** 6-year graduation rate three of the past four years
- National Academic Quiz Bowl Champions 2010, 2012, 2014
- North American Champions PCMA 2019 Student Competition
- Faculty generated **\$1.24 million** in grants and contracts in the past 7 years to support research and teaching
- Rank **#3** in the nation





MAJOR COURSES (82)	<i>Units</i>	<i>Grade</i>
RPTA 101 Intro to Exp Ind	4	
RPTA 110 Orientation & College Success	1	
RPTA 210 Experience Design	4	
RPTA 221 Professional & Cust Exp	4	
RPTA 255 Leadership & Diverse Groups (E) ¹	4	
RPTA 342 Risk Mgmt for the Exp Ind	4	
RPTA 360 Assessment & Eval of Exp Ind Mgmt	4	
RPTA 370 Marketing Strat for Exp Ind Mgmt	4	
RPTA 405 Prin of Exp Ind Mgmt	4	
RPTA 416 Interpreting Exp. Ind. Data Analytics	4	
RPTA 424 Financ Mgmt in the Exp Ind	4	
RPTA 460 Senior Project in Exp Ind Mgmt	4	
RPTA 463 Pre-Internship Seminar	1	
RPTA 465 Internship	12	
Concentration Courses or Individualized Course of Study <i>(see reverse)</i> ²	24	





support courses and general education

2020-2021

GENERAL EDUCATION (GE)	52
72 units required, 16 of which are specified in Major/Support	
Minimum of 12 units require at the 300 level.	
Area A English Language Comm & Critical Thinking	12
A1 Oral Communication.....	4
A2 Written Communication	4
A3 Critical Thinking.....	4
Area B Scientific Inquiry & Quantitative Reasoning	12
B1 Physical Science	4
B2 Life Science	4
B3 One lab taken with either a B1 or B2 course.....	
B4 Mathematics (4 units in Support) ¹	
Upper-division B ²	4
Area C Arts and Humanities	16
<i>Lower-division courses in Area C must come from three different subject prefixes</i>	
C1 Arts ⁶	4
C2 Humanities ⁶	4
Lower-Division C Elective: C1 or C2 ⁶	4
Upper-Division C ²	4
Area D Social Sciences	12
D1 American Institutions (Title 5, Sec. 40404)	4
D2 Lower-Division D (4 units in Support) ¹	
D2 Lower-Division D (No ECON prefix) ⁷	4
Upper-Division D ²	4
Area E Lifelong Learning and Self-Development	
Lower-Division E (4 units in Major) ¹	
GE Electives in Area C or D	4
Select a course from Area C or D; may be lower- or upper- division	
GE Elective (GE Area C or D).....	4
GE Elective (4 units B in Support) ¹	

SUPPORT COURSES (36)	
BUS 212 or AGB 214 ³	4
BUS 215 or AGB 323	4
BUS 346 Principles of Marketing	4
ECON 201 or 222 (D2) ¹	4
ENGL 310 Corporate Comm	4
MATH 118 ⁴ or MATH 119 or MATH 221 (B4) ¹	4
STAT 217 or STAT 251 (GE Area Elec) ¹	4
Support Electives	8
Select from the following: ^{2, 5}	
<i>Leadership & Management</i>	
AGED 404; BUS 207, 310, 384, 387; COMS/PSY 212; COMS 213, 301; MSL 102, 103, 201, 202, 203; RPTA 275, 325	
<i>Marketing, Technology, & Analytics</i>	
AGB 260, 327; AGC 301; BUS 382, 396, 418, 419, 421, 446; JOUR 312; STAT 252 (B1); UNIV 391; WVIT 343, 345, 433	
<i>Sustainability & the Global Society</i>	
AG/EDES/ENGR/GEOG/ISLA/SCM/UNIV 350; AG 360 (B7); ANT 312; BRAE 348 (B7); BUS 302; CM 317 (B7); EDES 406; GEOG 325, 333; NR 323 (D5), 404; NR/RPTA 328 (D5); PHIL 340 (C4); POLS/UNIV 333; PSC 320 (B7); PSY 311 (D5); RPTA 112, 302, 313, 413	

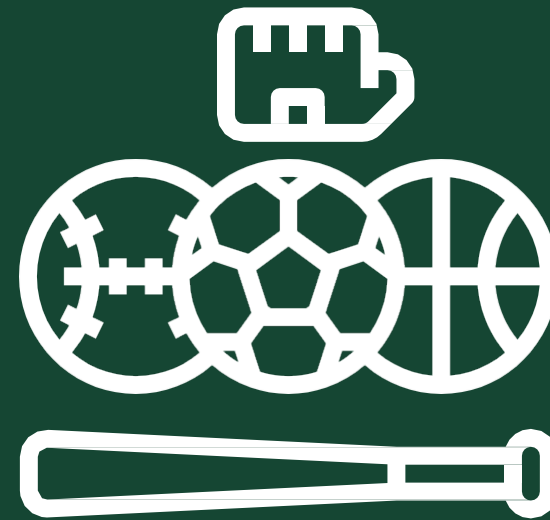


CAL POLY

2020/2021 CONCENTRATIONS



Event Planning and
Experience Management



Sport & Recreation
Management



Tourism, Hospitality and
Destination Management

EVENT PLANNING & EXPERIENCE

Conventions and Tradeshows

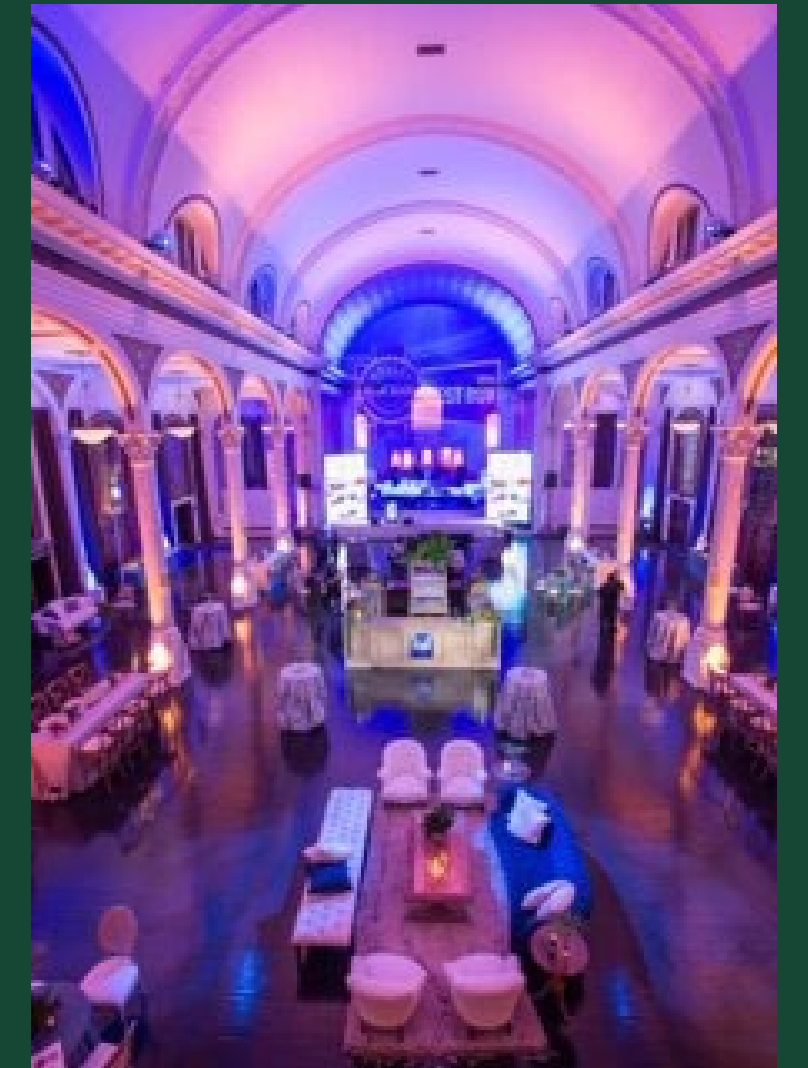
Fairs and Festivals

Sport Events

Private Events



Corporate Events



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TOURISM, HOSPITALITY & DESTINATION MANAGEMENT

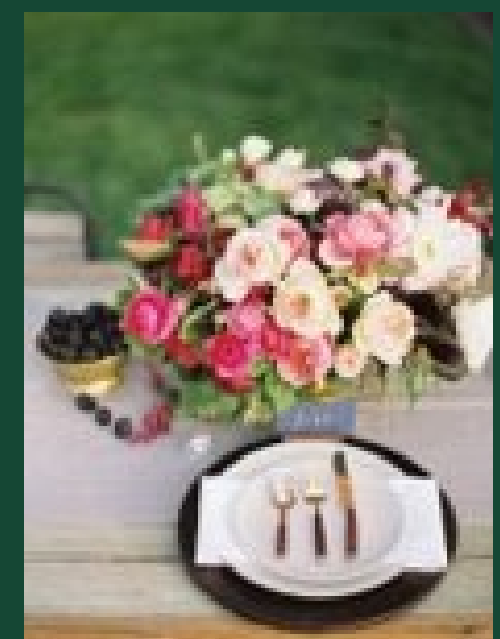
Resort & Lodging
Experience
Management



Tourism Planning &
Destination Management



Food & Beverage
Experience
Management



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SPORT & RECREATION MANAGEMENT



Coaching & Sports-based Youth Development

Professional Sports & Intercollegiate Athletics



Community & Nonprofit Recreation



Adventure Sport & Outdoor Recreation



Internships

“My internship with Pebble Beach Resorts was incredibly beneficial to my growth as a young professional, and to my career post-graduation. I had the chance to work alongside the Special Events Department to help plan, manage, and execute world-class events taking place at Pebble Beach Resorts, including the 2017 Pebble Beach Pro-Am Golf Tournament and the 2017 Pebble Beach Food & Wine.”

– Brooke Campbell, Summer 2017



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ALUMNI CAREERS

- Sales Manager, Paséa Hotel & Spa
- Tourism Sales & Marketing Manager, Gate 7 Australia
- Manager Strategic Events, Salesforce
- Director, Luxury Suites & Premium Retention, SF Giants
- Worldwide Corporate Event Planner, Apple
- Hospitality Director, Cass Winery
- Sports Supervisor, City of Newport Beach
- Park Ranger, National Park Service
- Marketing Manager, Mexico & N. Central American, The Nature Conservancy
- Sr. Director Sports Marketing & Sponsorships, T-Mobile
- Director of Experience Design at PRA Business Events
- Co-Founder, Adventure Architects
- Experience & Design Strategist, Adobe
- Director Recreation & Community Services, Mission Viejo
- Event Manager, George P. Johnson
- Director, Special Olympics
- International Marketing Director, Visit CA
- Marketing Director, Santa Cruz Warriors



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Rho Phi Lambda & EIM Club

@EIMClub

@RhoPhiLambdaCP



RHO PHI LAMBDA PRESENTS THE 2020 EXPERIENCE INDUSTRY MANAGEMENT CAREER FAIR



The career fair is open to all students looking for internships, careers, or networking opportunities with representatives from the experience industry.

WEDNESDAY, JANUARY 29TH, 2020
10:00 AM - 2:00 PM
MULTIACTIVITY CENTER AT CAL POLY

For more information, contact mcutter@calpoly.edu



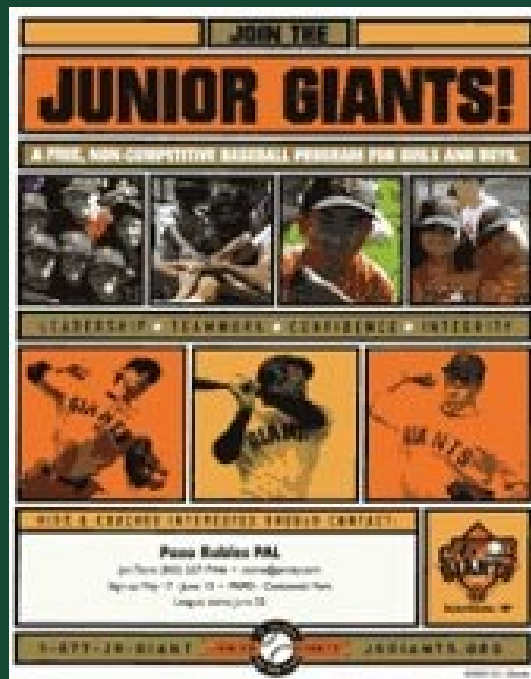
April 18, 2020 Cal Poly Experience Industry Management

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Learn By Doing



stay connected on SOcial Media



@CalPolyEIM



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