

EVENT PLANNING AND EXPERIENCE MANAGEMENT MINOR

Minor Requirements and Curriculum

The minor must be completed prior to, or at the same time as, the requirements for the bachelor's degree. A major and a minor may not be taken in the same degree program, and a minor is not required for a degree. Requirements for the minor include:

- At least half of the units must be from upper-division courses (3000-4000 level).
- At least half of the units must be taken at Cal Poly (in residence).
- No more than one-third of the units will be taken with credit-no credit grading (CR/NC), not counting courses with mandatory CR/NC. Departments may further limit CR/NC grading if desired.
- A minimum 2.0 GPA is required in all units counted for completion of the minor.

Code	Title	Units
REQUIRED COURSES		
EIM 3317	Hospitality, Convention and Meeting Management	3
EIM 3320	Strategic Event Planning	3
EIM 3370	Experiential Marketing Strategies for Experience Industry Management	3
EIM 4420	Strategic Event Implementation	3
Approved Electives		
Select from the following:		12
EIM 1114	Introduction to Hospitality and Travel	
EIM 1160	Introduction to Sport Management	
EIM 2216	Resort and Lodging Operations	
EIM 2275	Facilitation and Teambuilding Experiences	
EIM 3318	Destination and Hospitality Marketing & Management	
EIM 3323	Sport Marketing and the Fan Experience	
EIM 4450	Resource and Grant Development	
Total Units		24