## University Core and Graduation Requirements

### University Core Requirements:

<table>
<thead>
<tr>
<th>Requirement</th>
<th>#Classes</th>
<th>Hours</th>
<th>Classes</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Religion Cornerstones</strong></td>
<td></td>
<td></td>
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</tr>
<tr>
<td>Teachings and Doctrine of The Book of Mormon</td>
<td>1</td>
<td>2.0</td>
<td>REL A 275</td>
</tr>
<tr>
<td>Jesus Christ and the Everlasting Gospel</td>
<td>1</td>
<td>2.0</td>
<td>REL A 250</td>
</tr>
<tr>
<td>Foundations of the Restoration</td>
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<td>2.0</td>
<td>REL C 225</td>
</tr>
<tr>
<td>The Eternal Family</td>
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<td>2.0</td>
<td>REL C 200</td>
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<tr>
<td><strong>The Individual and Society</strong></td>
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<tr>
<td>American Heritage</td>
<td>1-2</td>
<td>3-6.0</td>
<td>from approved list</td>
</tr>
<tr>
<td>Global and Cultural Awareness</td>
<td>1</td>
<td>3.0</td>
<td>from approved list</td>
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<tr>
<td><strong>Skills</strong></td>
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<tr>
<td>First Year Writing</td>
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<td>3.0</td>
<td>from approved list</td>
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<tr>
<td>Advanced Written and Oral Communications</td>
<td>1</td>
<td>3.0</td>
<td>M COM 320*</td>
</tr>
<tr>
<td>Quantitative Reasoning</td>
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<td>3.0</td>
<td>ACC 200*</td>
</tr>
<tr>
<td>Languages of Learning (Math or Language)</td>
<td>1-3-20.0</td>
<td>STAT 121</td>
<td>recommended</td>
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<tr>
<td><strong>Arts, Letters, and Sciences</strong></td>
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<tr>
<td>Civilization 1</td>
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<td>from approved list</td>
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<tr>
<td>Civilization 2</td>
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<td>3.0</td>
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<tr>
<td>Arts</td>
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<td>Letters</td>
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<td>Biological Science</td>
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<td>Physical Science</td>
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</tr>
<tr>
<td>Social Science</td>
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<td>3.0</td>
<td>ECON 110*</td>
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<tr>
<td><strong>Core Enrichment: Electives</strong></td>
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<tr>
<td>Religion Electives</td>
<td>3-4</td>
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<tr>
<td>Open Electives</td>
<td>Variable</td>
<td>Variable</td>
<td>personal choice</td>
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</tbody>
</table>

### Graduation Requirements:

- **Minimum residence hours required**: 30.0
- **Minimum hours needed to graduate**: 120.0

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## Suggested Sequence of Courses

### FRESHMAN YEAR

**1st Semester**
- First-year Writing: 3.0
- IS 110: 1.0
- MATH 110, if needed: 3.0
- Religion Cornerstone course: 2.0
- General Education courses: 6.0
- Total Hours: **15.0**

**2nd Semester**
- A HTG 100: 3.0
- ACC 200: 3.0
- RECM 300: 3.0
- Religion Cornerstone courses: 4.0
- General education courses: 3.0
- Total Hours: **16.0**

### SOPHOMORE YEAR

**3rd Semester**
- FIN 201: 3.0
- BUS M 241: 3.0
- Religion cornerstone course: 2.0
- General Education courses: 6.0
- Total Hours: **14.0**

**4th Semester**
- ECON 110: 3.0
- IS 201: 3.0
- M COM 320: 3.0
- Religion Cornerstone course: 2.0
- General Education courses: 3.0
- Total Hours: **14.0**

**Spring/Summer**
- Most applicants apply to the Marriott School the summer before their junior year.
  - Deadline to apply for Fall is the last working day of June by 4:30 p.m. Each program starts at the beginning of a new academic year.

### JUNIOR YEAR

**5th Semester**
- RECM 404: 2.0
- RECM 415: 3.0
- RECM 483: 3.0
- BUS M 487 or BUS M 498: 3.0
- ORG B 321: 3.0
- Total Hours: **14.0**

**6th Semester**
- BUS M 361: 3.0
- RECM 425: 3.0
- RECM 486: 3.0
- RECM 489: 1.0
- BUS M 390: 3.0
- Total Hours: **14.0**

### SENIOR YEAR

**7th Semester**
- RECM 487: 3.0
- RECM 490 or RECM 494R: 3.0
- Religion elective: 2.0
- General Education courses: 6.0
- Total Hours: **14.0**

**8th Semester**
- RECM electives: 9.0
- Religion elective: 2.0
- General Education courses: 6.0
- Total Hours: **14.0**

Please check with departments for current availability of all courses.

**Note:** Students are encouraged to complete an average of 15 credit hours each semester or 30 credit hours each year, which could include spring and/or summer terms. Taking fewer credits substantially increases the cost and the number of semesters to graduate.
BS in Experience Design and Management (664521)  
2017-2018 Program Requirements (64 Credit Hours)

Students are advised to take Stat 121 to fulfill their Languages of Learning general education requirement.

**REQUIREMENT 1** Complete 5 courses

**COMPLETE THE FOLLOWING PREREQUISITE MANAGEMENT COURSES:**
- *ACC 200 - Principles of Accounting* 3.0
- BUS M 241 - Marketing Management 3.0
- *ECON 110 - Economic Principles and Problems* 3.0
- FIN 201 - Principles of Finance 3.0
- RECM 300 - Creating a Good Life through Experience Design 3.0

Apply and be formally accepted into the program.

**REQUIREMENT 2** Complete 3 options

**COMPLETE THE FOLLOWING RECREATION MANAGEMENT CORE COURSES:**

**OPTION 2.1** Complete 7 courses
- RECM 404 - Theories and Frameworks of Experience Design and Management 2.0
- RECM 415 - Experience Design 3.0
- RECM 425 - Event and Experience Management 3.0
- RECM 430 - Managing within the Experience Economy 3.0
- RECM 486 - Risk Management in Experience Industries 3.0
- RECM 487 - Experience Evaluation 3.0
- RECM 489 - Careers in Recreation 1.0

**OPTION 2.2** Complete 1 course
- RECM 490 - Experience Design and Management Capstone 3.0
- RECM 494R - Experience Design Lab 3.0

**OPTION 2.3** Complete 3.0 hours from the following course(s)
- RECM 496R - Senior Internship 12.0v

You may take up to 3 credit hours.

**REQUIREMENT 3** Complete 6 courses

**COMPLETE THE FOLLOWING MANAGEMENT CORE COURSES:**
- BUS M 361 - Operations Management 3.0
- BUS M 390 - Ethics for Management 3.0
- IS 110 - Spreadsheet Skills and Business Analysis 1.0
- IS 201 - Introduction to Management Information Systems 3.0
- *M COM 320 - Communication in Organizational Settings* 3.0
- ORG B 321 - Organizational Effectiveness 3.0

**REQUIREMENT 4** Complete 1 course
- BUS M 487 - Strategy and Economics 3.0
- BUS M 488 - Strategy and Organization 3.0

**REQUIREMENT 5** Complete 6.0 hours from the following course(s)

**ELECTIVES:** (Note: RECM 494R cannot double count as a core class and an elective.)
- RECM 301 - Family Recreation 3.0
- RECM 321 - Experience Facilitation 3.0
- RECM 330 - Hospitality Management 3.0
- RECM 332 - Introduction to Sports and Entertainment Industries 3.0
- RECM 335 - Sport and Entertainment Venue Management 3.0
- RECM 344 - Youth Development 3.0
- RECM 385 - Community Festivals and Special Events 3.0
- RECM 482 - Experience Industry Marketing 3.0
- RECM 494R - Experience Design Lab 3.0
- RECM 497R - Special Topics and Research 4.0v

**REQUIREMENT 6**
- Complete the Senior Exit Survey.

**RECOMMENDED Complete 2 courses**

**RECOMMENDED COURSES:**
- MATH 116 - Essentials of Calculus 1.0
- STAT 121 - Principles of Statistics 3.0

**THE DISCIPLINE**

The Experience Industry Management emphasis is comprised of a 21-credit core of classes and a variety of elective courses. Students in the Experience Industry Management emphasis will learn how to plan, implement, and evaluate recreational experiences for customers, as well as manage recreation experiences and venues for communities, cities, states, and countries.

**CAREER OPPORTUNITIES**

The Experience Industry Management emphasis prepares students to provide recreation experiences to diverse populations and manage a variety of recreation venues: public, private, or nonprofit. Varied career opportunities exist and include working within the hospitality and tourism industry; planning corporate and community events and festivals; managing community recreation venues (e.g., pools, sports fields, ice sheets); managing departments within sporting arenas, conference centers, expo centers, performing arts facilities; directing youth sports; and directing and managing military recreation programs and venues.

**GENERAL INFORMATION**

Students are encouraged to apply to the Marriott School of Business at the beginning of their sophomore year, as soon as they have completed the prerequisite courses.

Marriott School majors are limited-enrollment programs and the application process is competitive. For assistance in preparing for the application process, it is highly recommended that students visit the Marriott School Advisement Center.

**REQUIREMENTS FOR APPLICATION**

All new students entering the Marriott School commence their study at the beginning of fall semester. Admission into the Marriott School is based on consideration of the following:

- Prerequisite GPA
- 500 word essay
- Resume
- A review of the overall academic record

Prerequisite courses must be completed before the application deadline. Any application with a prerequisite GPA below a 3.0 will not be considered. When prerequisite GPA is calculated, repeated or transferred courses will be discounted. See the Marriott School Advisement Center for more information.

**TRANSFER INFORMATION**

Transfer equivalencies for the following courses will not be considered: Fin 201, IS 201, M Com 320.

**MAP DISCLAIMER**

While every reasonable effort is made to ensure accuracy, there are some student populations that could have exceptions to listed requirements. Please refer to the university catalog and your college advisement center/department for complete guidelines.

**ADVISEMENT CENTER INFORMATION**

Marriott School of Business Advisement Center  
Brigham Young University  
460 Tanner Building  
Provo, UT 84602  
(801) 422-4285  
management@byu.edu