# University Core and Graduation Requirements

## University Core Requirements:

<table>
<thead>
<tr>
<th>Requirements</th>
<th>#Classes</th>
<th>Hours</th>
<th>Classes</th>
</tr>
</thead>
<tbody>
<tr>
<td>Religion Cornerstones</td>
<td></td>
<td></td>
<td></td>
</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>
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<tr>
<td>Foundations of the Restoration</td>
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<td>2.0</td>
<td>REL C 225</td>
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<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>The Individual and Society</td>
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</tr>
<tr>
<td>American Heritage</td>
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<td>3.0</td>
<td>from approved list</td>
</tr>
<tr>
<td>Global and Cultural Awareness</td>
<td>1</td>
<td>3.0</td>
<td>EXDM 300*</td>
</tr>
<tr>
<td>Skills</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>First Year Writing</td>
<td>1</td>
<td>3.0</td>
<td>from approved list</td>
</tr>
<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>
<td>1</td>
<td>3.0</td>
<td>ACC 200*</td>
</tr>
<tr>
<td>Languages of Learning (Math or Language)</td>
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<td>3.0</td>
<td>STAT 121 recommended</td>
</tr>
<tr>
<td>Arts, Letters, and Sciences</td>
<td></td>
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<td></td>
</tr>
<tr>
<td>Civilization 1</td>
<td>1</td>
<td>3.0</td>
<td>from approved list</td>
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<tr>
<td>Civilization 2</td>
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<td>3.0</td>
<td>from approved list</td>
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<tr>
<td>Arts</td>
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<td>3.0</td>
<td>from approved list</td>
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<tr>
<td>Letters</td>
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<td>from approved list</td>
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<tr>
<td>Biological Science</td>
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<td>from approved list</td>
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<tr>
<td>Physical Science</td>
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<td>from approved list</td>
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<tr>
<td>Social Science</td>
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<td>3.0</td>
<td>ECON 110*</td>
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<tr>
<td>Core Enrichment: Electives</td>
<td>3-4</td>
<td>6.0</td>
<td>from approved list</td>
</tr>
<tr>
<td>Open Electives</td>
<td>Variable</td>
<td>Variable</td>
<td>personal choice</td>
</tr>
</tbody>
</table>

FOR UNIVERSITY CORE AND PROGRAM QUESTIONS CONTACT THE ADVISEMENT CENTER IN 460 TNRB

* THESE COURSES FILL BOTH GENERAL EDUCATION AND PROGRAM REQUIREMENTS (12 hours overlap)

## Graduation Requirements:

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

## Suggested Sequence of Courses

### Freshman Year

<table>
<thead>
<tr>
<th>1st Semester</th>
<th>2nd Semester</th>
</tr>
</thead>
<tbody>
<tr>
<td>First-Year Writing</td>
<td>3.0</td>
</tr>
<tr>
<td>MSB 180 (recommended)</td>
<td>7.0</td>
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<tr>
<td>General Education</td>
<td>9.0</td>
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<tr>
<td>Religion Cornerstone</td>
<td>2.0</td>
</tr>
<tr>
<td>Total Hours</td>
<td>15.0</td>
</tr>
</tbody>
</table>

### Sophomore Year

<table>
<thead>
<tr>
<th>3rd Semester</th>
<th>4th Semester</th>
</tr>
</thead>
<tbody>
<tr>
<td>FIN 201</td>
<td>3.0</td>
</tr>
<tr>
<td>MKTG 201</td>
<td>3.0</td>
</tr>
<tr>
<td>IS 201</td>
<td>3.0</td>
</tr>
<tr>
<td>General Education</td>
<td>4.0</td>
</tr>
<tr>
<td>Religion Cornerstone</td>
<td>1.0</td>
</tr>
<tr>
<td>Total Hours</td>
<td>15.0</td>
</tr>
</tbody>
</table>

### Junior Year

<table>
<thead>
<tr>
<th>5th Semester</th>
<th>6th Semester</th>
</tr>
</thead>
<tbody>
<tr>
<td>ECON 110</td>
<td>3.0</td>
</tr>
<tr>
<td>M COM 320</td>
<td>3.0</td>
</tr>
<tr>
<td>Religion Cornerstone course</td>
<td>2.0</td>
</tr>
<tr>
<td>Elective credit(s)</td>
<td>4.0</td>
</tr>
<tr>
<td>Total Hours</td>
<td>15.0</td>
</tr>
</tbody>
</table>

### Senior Year

<table>
<thead>
<tr>
<th>7th Semester</th>
<th>8th Semester</th>
</tr>
</thead>
<tbody>
<tr>
<td>ECON 496R</td>
<td>3.0</td>
</tr>
<tr>
<td>Electives</td>
<td>11.0</td>
</tr>
<tr>
<td>Total Hours</td>
<td>16.0</td>
</tr>
</tbody>
</table>

Most applicants apply to the BYU Marriott School of Business the summer after their sophomore year. Each program starts at the beginning of a new academic year.

- Deadline to apply for Fall is the last working day of June by 4:30 p.m.

The sequence of courses suggested may not fit the circumstances of every student. Students should contact their advisement center for help in outlining an efficient schedule.

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)
2020-2021 Program Requirements (64 Credit Hours)

**GENERAL INFORMATION**
Students are encouraged to apply to the Marriott School of Business at the end of their sophomore year, as soon as they have completed the prerequisite courses. BYU Marriott 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 BYU Marriott Undergraduate Advisement Center.

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

- Prerequisite GPA
- 500 word essay
- Résumé
- Professionalism
- 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 BYU Marriott Undergraduate 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.

**ADVICEMENT CENTER INFORMATION**
Marriott School of Business Advisement Center
Brigham Young University
460 Tanner Building
Provo, UT 84602
801-422-4285
msb_advisement@byu.edu

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**REQUIREMENT 1**
Complete 3 courses

**COMPLETE THE FOLLOWING PREREQUISITE MANAGEMENT COURSES:**

- ACC 200 - Principles of Accounting 3.0
- EXDM 300 - Creating a Good Life through Experience Design 3.0
- IS 201 - Introduction to Management Information Systems 3.0

**REQUIREMENT 2**
Complete 2 options

**COMPLETE THE FOLLOWING EXPERIENCE DESIGN AND MANAGEMENT CORE COURSES:**

**OPTION 2.1**
Complete 8 courses

- EXDM 401 - Theories and Frameworks of Experience Design and Management 2.0
- EXDM 402 - Careers in Experience Design and Management 1.0
- EXDM 403 - Managing within the Experience Economy 3.0
- EXDM 404 - Experience Design 3.0
- EXDM 412 - Event and Experience Management 3.0
- EXDM 416 - Experiential Marketing 3.0
- EXDM 422 - Experience Needfinding 3.0
- EXDM 423 - Experience Insights 3.0

**OPTION 2.2**
Complete 3.0 hours from the following course(s)

- EXDM 496R - Senior Internship 12.0v

You may take up to 3 credit hours.

**REQUIREMENT 3**
Complete 10 courses

**COMPLETE THE FOLLOWING BUSINESS CORE COURSES:**

- ECON 110 - Economic Principles and Problems 3.0
- FIN 201 - Principles of Finance 3.0
- GSCM 305 - Introduction to Global Supply Chain Management 1.5
- HRM 391 - Organizational Effectiveness 3.0
- IS 110 - Spreadsheet Skills and Business Analysis 1.0
- M COM 320 - Communication in Organizational Settings 3.0
- MKTG 201 - Marketing Management 3.0
- MSB 390 - Ethics for Management 3.0
- STRAT 392 - Strategy and Economics 3.0

**REQUIREMENT 4**
Complete 6.0 hours from the following course(s)

- EXDM 301 - Family Recreation 3.0
- EXDM 302 - Hospitality Management 3.0
- EXDM 303 - Introduction to Sports and Entertainment Industries 3.0
- EXDM 306 - Community Festivals and Special Events 3.0

**CAREER OPPORTUNITIES**

The ExDM major 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); directing youth sports; managing departments within sporting arenas, conference centers, expo centers, performing arts facilities; directing youth-serving agencies; and directing and managing military recreation programs and venues.

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**THE DISCIPLINE**

The Experience Design and Management major is comprised of a 21-credit core of classes and a variety of elective courses. Students in ExDM 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.

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**RECOMMENDED COURSES:**

- STAT 121 - Principles of Statistics 3.0
- STAT 122 - Principles of Statistics 3.0
- EXDM 311 - Experiences in Diversity and Inclusion 3.0
- EXDM 312 - Advances in Positive Psychology in Experience Design 3.0
- EXDM 350 - Experiences in Diversity and Inclusion 3.0
- EXDM 401 - Experience Design 3.0
- EXDM 404 - Experience Design 3.0
- EXDM 494R - Experience Design Lab 3.0
- EXDM 490R - Topics in Experience Design and Management 4.0v
- EXDM 494R - Experience Design Lab 3.0
- EXDM 496R - Senior Internship 12.0v

**REQUIREMENT 5**
Complete the Senior Exit Survey.

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**COMPLETE THE FOLLOWING EXPERIENCE DESIGN AND MANAGEMENT CORE COURSES:**

- EXDM 397 - Sport and Entertainment Venue Management 3.0
- EXDM 398 - Experience Facilitation 3.0
- EXDM 311 - Advances in Positive Psychology in Experience Design 3.0
- EXDM 350 - Experiences in Diversity and Inclusion 3.0
- EXDM 499R - Topics in Experience Design and Management 4.0v
- EXDM 494R - Experience Design Lab 3.0

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**RECOMMENDED ADVICEMENTS:**

- Review of the overall academic record
- Professionalism
- Résumé
- Prerequisite GPA

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**TRANSFER EQUIVALENCIES**

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