

Flowchart

Experience Design & Management

Fall 2019 Incoming Students

ExDM Prereqs

Complete before application deadline.

ACC 200 ✦ <input type="checkbox"/> Principles of Accounting FWSp 3.0	ExDM 300 ✦ <input type="checkbox"/> Creating a Good Life through Experience Design FWSp 3.0	FIN 201 ✦ <input type="checkbox"/> Principles of Finance FWSp 3.0	MKTG 201 ✦ <input type="checkbox"/> Marketing Management FWSpSu 3.0
MSB 180 <input type="checkbox"/> Business Career Lecture Series FW 1.0			

Suggested Precore Courses

May be taken before or after admittance.

IS 110 <input type="checkbox"/> Spreadsheet Skills & Business Analysis FWSp 1.0	M COM 320 <input type="checkbox"/> Communication in Organizational Settings FWSpSu 3.0
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ExDM Core

Complete after admittance.

Complete junior year, fall courses.

ExDM 401 <input type="checkbox"/> Theories & Frameworks of ExDM F 2.0	ExDM 402 <input type="checkbox"/> Careers in Recreation F 1.0	ExDM 404 <input type="checkbox"/> Experience Design F 3.0
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Complete junior year, winter courses.

ExDM 403 <input type="checkbox"/> Managing within the Experience Economy W 3.0	ExDM 412 <input type="checkbox"/> Event & Experience Management W 3.0	ExDM 416 <input type="checkbox"/> Experiential Marketing W 3.0
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Complete internship after junior year (see back).

ExDM 496R	<input type="checkbox"/>
Senior Internship	
FWSpSu	3.0

Complete senior year fall courses.

ExDM 422	<input type="checkbox"/>
Experience Needfinding	
F	3.0

ExDM 423	<input type="checkbox"/>
Experience Insights	
F	3.0

Additional Courses

May be taken before or after admittance.

ECON 110	<input type="checkbox"/>
Economic Principles & Problems	
FWSpSu	3.0

GSCM 305	<input type="checkbox"/>
Intro to Global Supply Chain Management	
F ¹ F ² W ¹ W ² SpSu	1.5

GSCM 310	<input type="checkbox"/>
Global Supply Chain Management	
F ¹ F ² W ¹ W ² SpSu	1.5

IS 201	<input type="checkbox"/>
Intro to Management Information Systems	
FWSpSu	3.0

Complete after admittance.

Recommended to take junior year.

HRM 391	<input type="checkbox"/>
Organizational Effectiveness	
FWSu	3.0

May be taken senior year.

MSB 390	<input type="checkbox"/>
Ethics for Management	
FWSp	3.0

STRAT 392	<input type="checkbox"/>
Strategy & Economics	
FWSp	3.0



Electives

Complete after admittance.

Complete two of the following courses.

ExDM 301 Family Recreation FW 3.0	ExDM 302 Hospitality Management W 3.0	ExDM 303 Introduction to Sports & Entertainment Industries W 3.0	ExDM 306 Community Festivals & Special Events F 3.0
ExDM 307 Sports & Entertainment Venue Management F 3.0	ExDM 308 Experience Facilitation F 3.0	ExDM 490R Topics in ExDM TBD 3.0	ExDM 494R Experience Design Lab W 3.0

Before Graduating

Complete exit survey at marriott.byu.edu/exitsurvey

Exit Survey	<input type="checkbox"/>
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Graduation Requirements

GPA Major: 2.25 Overall: 2.0 **Credit Hours** Major: 64.0 Total: 120.0

Regarding the senior internship:

- Internship can be completed after junior core is complete.
- No classes should be taken during internship.
- Internship must be approved by internship coordinator—Brad Harris, W429 TNRB, recm496_eim@byu.edu.
- Internship must be 400 hours, preferably full-time.