Before Applying

**ACC 200***
Principles of Accounting
FWSp 3.0

**BUS M 241**
Marketing Management
FWSp 3.0

**FIN 201**
Principles of Finance
FWSp 3.0

**RECM 300**
Creating a Good Life
FWSp 3.0

**BUS M 180**
Business Career Lecture Series
FW 0.5

**IS 110**
Spreadsheets and Business Analysis
FWSp 1.0

**ECON 110***
Economic Problems and Principles
FWSpSu 3.0

All prerequisite courses must be completed before the application deadline.

*Also counts for a GE

Application Criteria

1. **Prerequisite GPA**
   - Minimum 3.0 GPA in the prerequisite courses
   - Prerequisite courses must be completed BEFORE the application deadline
   - Transferred prerequisite courses may be discounted .3 on application (e.g., A to A-)
   - Repeated prerequisite courses may be discounted .3 (No more than 1 repeat/class)

2. **BYU GPA**
   - Transfer students must complete at least one semester at BYU before applying

3. **Essay**
   - Prepare an essay describing your interest in recreation management as a major and a career; how you chose this path; and what interests, experiences, accomplishments, challenges, and personal characteristics prepare you to be a successful student in this major.

4. **Résumé**

This is a limited-enrollment program. Entry is competitive. Not every student meeting the minimum criteria is guaranteed acceptance into the program.

Apply

By last business day of June at 4:30 MDT

msm.byu.edu/apply
# Experience Design and Management

{for students entering program in Fall 2017}

## Take Before or After Applying

<table>
<thead>
<tr>
<th>Course</th>
<th>Title</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>M COM 320*</td>
<td>Communication in Organizational Settings</td>
<td>3.0</td>
</tr>
<tr>
<td>IS 201</td>
<td>Intro. to Management Information Systems</td>
<td>3.0</td>
</tr>
</tbody>
</table>

Complete **TWO** of the classes listed below:

- RECM 301 Family Recreation (FW)
- RECM 306 Intro. to Nonprofit Organizations (WSp)
- RECM 321 Experience Facilitation (F)
- RECM 330 Hospitality Management (W)
- RECM 332 Introduction to Sports Management (W)
- RECM 335 Sport & Entertainment Venue Management (F)
- RECM 385 Community Festival and Events (F)
- RECM 482 Experience Industry Marketing (W)
- RECM 494R Experience Design Lab (F)
- RECM 497R Special Topics (contact dept.)

## Experience Design Core

<table>
<thead>
<tr>
<th>Course</th>
<th>Title</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>RECM 404</td>
<td>ExDM Theories and Frameworks</td>
<td>2.0</td>
</tr>
<tr>
<td>RECM 415</td>
<td>Experience Design</td>
<td>3.0</td>
</tr>
<tr>
<td>RECM 430</td>
<td>Managing Experiences</td>
<td>3.0</td>
</tr>
</tbody>
</table>

**Junior Year Envelope**

<table>
<thead>
<tr>
<th>Course</th>
<th>Title</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>RECM 425</td>
<td>Event and Experience Management</td>
<td>3.0</td>
</tr>
<tr>
<td>RECM 486</td>
<td>Risk Management</td>
<td>3.0</td>
</tr>
<tr>
<td>RECM 489</td>
<td>Careers in Experience Industry</td>
<td>1.0</td>
</tr>
</tbody>
</table>

## Management Core [MUST COMPLETE DURING FIRST YEAR IN THE PROGRAM]

<table>
<thead>
<tr>
<th>Course</th>
<th>Title</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>BUS M 390</td>
<td>Ethics for Management</td>
<td>3.0</td>
</tr>
<tr>
<td>BUS M 200</td>
<td>Intro Global Supply Chain</td>
<td>1.5</td>
</tr>
<tr>
<td>BUS M 300</td>
<td>Intro Operations Mgmt</td>
<td>1.5</td>
</tr>
<tr>
<td>ORG B 321</td>
<td>Organizational Effectiveness</td>
<td>3.0</td>
</tr>
</tbody>
</table>

Complete **ONE** course:

- BUS M 487 Strategy & Economics
- BUS M 498 Strategy & Organization

## Senior Core

<table>
<thead>
<tr>
<th>Course</th>
<th>Title</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>RECM 496R</td>
<td>Senior Internship</td>
<td>3.0</td>
</tr>
<tr>
<td>RECM 487</td>
<td>Experience Evaluation</td>
<td>3.0</td>
</tr>
</tbody>
</table>

Internship can be completed after junior core is complete. No classes should be taken during the internship. Internship must be approved by internship coordinator.

- Rachel McGovern || w421 TNRB || recm496_eim@byu.edu

Internship must be 400 hours (preferably full-time).

<table>
<thead>
<tr>
<th>Course</th>
<th>Title</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>RECM 490</td>
<td>Experience Design and Management Capstone</td>
<td>3.0</td>
</tr>
<tr>
<td>RECM 494R</td>
<td>Experience Design Lab</td>
<td>3.0</td>
</tr>
</tbody>
</table>

Take **ONE** course to cover Capstone requirement:

**RECM 494R cannot double-count as capstone and elective.**

MSM Programs | GPA Requirement for Graduation: Major: 2.25 Overall: 2.00 | Total Credit Hours 64.0