Flowchart

Experience Design & Management

Fall 2020 Incoming Students
## ExDM Prereqs

Complete before application deadline.

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
<th>Semester</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>ACC 200</td>
<td>Principles of Accounting</td>
<td>FWSp</td>
<td>3.0</td>
</tr>
<tr>
<td>ExDM 300</td>
<td>Creating a Good Life through Experience Design</td>
<td>FWSp</td>
<td>3.0</td>
</tr>
<tr>
<td>FIN 201</td>
<td>Principles of Finance</td>
<td>FWSp</td>
<td>3.0</td>
</tr>
<tr>
<td>MKTG 201</td>
<td>Marketing Management</td>
<td>FWSpSu</td>
<td>3.0</td>
</tr>
<tr>
<td>MSB 180</td>
<td>Business Career Lecture Series</td>
<td>FW</td>
<td>1.0</td>
</tr>
</tbody>
</table>

### Suggested Precore Courses

May be taken before or after admittance.

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
<th>Semester</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>IS 110</td>
<td>Spreadsheet Skills &amp; Business Analysis</td>
<td>FWSp</td>
<td>1.0</td>
</tr>
<tr>
<td>M COM 320</td>
<td>Communication in Organizational Settings</td>
<td>FWSpSu</td>
<td>3.0</td>
</tr>
</tbody>
</table>

### ExDM Core

Complete after admittance.

Complete junior year, fall envelope.

<table>
<thead>
<tr>
<th>Course Code</th>
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<th>Semester</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>ExDM 401</td>
<td>Theories &amp; Frameworks of ExDM</td>
<td>F</td>
<td>2.0</td>
</tr>
<tr>
<td>ExDM 402</td>
<td>Careers in Recreation</td>
<td>F</td>
<td>1.0</td>
</tr>
<tr>
<td>ExDM 404</td>
<td>Experience Design</td>
<td>F</td>
<td>3.0</td>
</tr>
</tbody>
</table>

Complete junior year, winter courses.

<table>
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<tr>
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<th>Semester</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>ExDM 403</td>
<td>Managing within the Experience Economy</td>
<td>W</td>
<td>3.0</td>
</tr>
<tr>
<td>ExDM 412</td>
<td>Event &amp; Experience Management</td>
<td>W</td>
<td>3.0</td>
</tr>
<tr>
<td>ExDM 416</td>
<td>Experiential Marketing</td>
<td>W</td>
<td>3.0</td>
</tr>
</tbody>
</table>
Complete internship after junior year (see back).

ExDM 496R
Senior Internship
FWSpSu 3.0

Complete senior year fall courses.

ExDM 422
Experience Needfinding
F 3.0

ExDM 423
Experience Insights
F 3.0

Additional Courses
May be taken before or after admittance.

ECON 110
Economic Principles & Problems
FWSpSu 3.0

GSCM 305
Intro to Global Supply Chain Management
F-W-W-SpSu 1.5

GSCM 310
Global Supply Chain Management
F-W-W-SpSu 1.5

IS 201
Intro to Management Information Systems
FWSpSu 3.0

Complete after admittance.
Recommended to take junior year.

HRM 391
Organizational Effectiveness
FWSu 3.0

May be taken senior year.

MSB 390
Ethics for Management
FWSp 3.0

STRAT 392
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 350**
Experiences in Diversity & Inclusion
FW 3.0

**ExDM 490R**
Topics in ExDM
TBD 3.0

**ExDM 494R**
Experience Design Lab
W 3.0

**ExDM 585R**
Experience Design Research Seminar
F 3.0

Before Graduating

Complete exit survey at marriott.byu.edu/exitsurvey

Exit Survey

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.