

Flowchart

Experience Design & Management

Fall 2022 Incoming Students

ExDM Prereqs

Complete before application deadline.

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|--|---|--|--|
| ACC 200 ♦ Principles of Accounting FWSpSu 3.0 | ExDM 300 ♦ Creating a Good Life through Experience Design FWSp 3.0 | IS 201 ♦ Intro to Management Information Systems FWSpSu 3.0 | MSB 180 Business Career Lecture Series FW 1.0 |
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Precore Courses

May be taken before or after admittance.

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|---|---|--|---|
| FIN 201 Principles of Finance FWSp 3.0 | IS 110 Spreadsheet Skills & Business Analysis FWSp 1.0 | M COM 320 Management Communication FWSpSu 3.0 | MKTG 201 Marketing Management FWSpSu 3.0 |
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ExDM Core

Complete after admittance.

Complete junior year, fall envelope.

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| ExDM 404 Experience Design F 3.0 | ExDM 405 Theories, Frameworks & Careers in ExDM F 3.0 |
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Complete junior year, winter courses.

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| ExDM 350 Experiences in Diversity & Inclusion W 3.0 | ExDM 415 Experience-Centric Management W 3.0 | ExDM 416 Experiential Marketing W 3.0 | ExDM 495 Professional Preparation in ExDM W 1.5 |
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Complete internship after junior year (see back).

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| ExDM 496R | <input type="checkbox"/> |
| Senior Internship | |
| FWSpSu | 1.5 |

Complete senior year, fall courses.

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

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

Additional Courses

May be taken before or after admittance.

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

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| GSCM 201 | <input type="checkbox"/> |
| Intro to Global Supply Chain Management | |
| F ¹ F ² W ¹ W ² SpSu | 1.5 |

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| GSCM 211 | <input type="checkbox"/> |
| Global Supply Chain Management | |
| F ¹ F ² W ¹ W ² SpSu | 1.5 |

Complete after admittance.

Recommended to take junior year.

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

May be taken senior year.

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

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

-- Not required

◆ Course repeats discounted .3 for admissions only



Electives

Complete after admittance.

Complete at least six credit hours from the following courses.

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|---|---|---|---|
| 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 311 Positive Psychology in ExDM FSu 3.0 | ExDM 430 Current Trends & Opps in the Experience Economy F 1.5 | ExDM 431 Guest, Visitor & Customer Experience Management F 1.5 | ExDM 490R Topics in ExDM FW 1.5–3.0 |
| ExDM 494R Experience Design & Management Lab W 3.0 | ExDM 585R Experience Design Research Seminar W 3.0 | | |

Before Graduating

Complete exit survey at marriott.byu.edu/exitsurvey

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| 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 cannot be completed until after junior core is complete.
- No classes should be taken during internship.
- Internship must be approved by internship coordinator—Joel Agate at joel_agate@byu.edu.
- Internship must be 400 hours, preferably full-time.