

Flowchart

Experience Design & Management

Fall 2026 Incoming Students

ExDM Prereqs

Complete before application deadline.

ACC 200 ♦ Principles of Accounting	☐	ExDM 300 ♦ Creating a Good Life through Experience Design	☐	IS 201 ♦ Intro to Management Information Systems	☐
FWSpSu	3.0	FWSp	3.0	FWSpSu	3.0

Precore Courses

May be taken before or after admittance.

IS 110 Spreadsheet Skills & Business Analysis	☐	M COM 320 Management Communication	☐	MKTG 201 Marketing Management	☐	MSB 490R Intro to Business and AI	☐
FWSpSu	1.0	FWSpSu	3.0	FWSp	3.0	FW	1.0

ExDM Core

Complete after admittance.

Complete junior year, fall courses.

ExDM 404 Experience Design	☐	ExDM 405 ExDM Theories & Frameworks	☐	ExDM 423 Experience Needfinding	☐	ExDM 495 Professional Preparation in ExDM	☐
F	3.0	F	3.0	F	3.0	F	1.5

Complete junior year, winter courses.

ExDM 415 Experience-Centric Management	☐	ExDM 416 Experiential Marketing	☐	ExDM 418 Designing for Inclusion and Belonging	☐
W	3.0	W	3.0	W	3.0

Complete internship after junior year (see back).

ExDM 496R	
Senior Internship	
FWSpSu	1.5

Complete senior year, fall course.

ExDM 422	
Experience Insights	
F	3.0

Additional Courses

May be taken before or after admittance.

ECON 110	
Economic Principles & Problems	
FWSpSu	3.0

FIN 201	
Principles of Finance	
FWSp	3.0

GSCM 201	
Intro to Global Supply Chain Management	
F ¹ W ¹ Sp	1.5

GSCM 211	
Global Supply Chain Management	
F ² W ² Sp	1.5

Complete after admittance.

Recommended to take junior year.

HRM 391	
Organizational Effectiveness	
FWSu	3.0

May be taken senior year.

PSE 390	
Ethics for Management	
FWSp	3.0

STRAT 392	
Strategy & Economics	
FWSpSu	3.0

– – – Not required

◆ Course repeats discounted .3 for admissions only



Electives

Complete after admittance.

Complete at least six credit hours from approved ExDM electives.

Elective 1	☐	Elective 2	☐
See progress report or academic advisor for elective options		See progress report or academic advisor for elective options	
3.0		3.0	

Before Graduating

Complete exit survey at marriott.byu.edu/exitsurvey

Exit Survey	☐
--------------------	--------------------------

Graduation Requirements

GPA 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.
- Internship must be approved by internship coordinator—Melissa Trautman at melissa.trautman@byu.edu.
- Internship must be 300–600 hours, preferably full-time.