

Flowchart

# Experience Design & Management

Fall 2025 Incoming Students

**BYU MARRIOTT**  
SCHOOL OF BUSINESS

# ExDM Prereqs

Complete before application deadline.

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

# Precore Courses

May be taken before or after admittance.

<b>IS 110</b>		<b>M COM 320</b>		<b>MKTG 201</b>		<b>MSB 180</b>	
Spreadsheet Skills & Business Analysis		Management Communication		Marketing Management		BYU Marriott Programs Overview	
FWSpSu	1.0	FWSpSu	3.0	FWSpSu	3.0	FW	1.0

# ExDM Core

Complete after admittance.

Complete junior year, fall courses.

<b>ExDM 404</b>		<b>ExDM 405</b>		<b>ExDM 423</b>	
Experience Design		ExDM Theories & Frameworks		Experience Needfinding	
F	3.0	F	3.0	F	3.0

<b>ExDM 495</b>	
Professional Preparation in ExDM	
F	1.5

Complete junior year, winter courses.

<b>ExDM 415</b>		<b>ExDM 416</b>		<b>ExDM 418</b>	
Experience-Centric Management		Experiential Marketing		Designing for Inclusion and Belonging	
W	3.0	W	3.0	W	3.0

*Complete internship after junior year (see back).*

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

*Complete senior year, fall course.*

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

## Additional Courses

**May be taken before or after admittance.**

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

<b>FIN 201</b>	<input type="checkbox"/>
Principles of Finance	
FWSp	3.0

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

<b>GSCM 211</b>	<input type="checkbox"/>
Global Supply Chain Management	
F <sup>1</sup> F <sup>2</sup> W <sup>1</sup> W <sup>2</sup> Sp	1.5

**Complete after admittance.**

*Recommended to take junior year.*

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

*May be taken senior year.*

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

<b>STRAT 392</b>	<input type="checkbox"/>
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.

<b>Elective 1</b>	<input type="checkbox"/>	<b>Elective 2</b>	<input type="checkbox"/>
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](https://marriott.byu.edu/exitsurvey)

<b>Exit Survey</b>	<input type="checkbox"/>
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### 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](mailto:melissa.trautman@byu.edu).
- Internship must be 400 hours, preferably full-time.