

Flowchart

Experience Design & Management

Fall 2024 Incoming Students

ExDM Prereqs

Complete before application deadline.

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

Precore Courses

May be taken before or after admittance.

IS 110 Spreadsheet Skills & Business Analysis	<input type="checkbox"/>	M COM 320 Management Communication	<input type="checkbox"/>	MKTG 201 Marketing Management	<input type="checkbox"/>	MSB 180 Business Career Lecture Series	<input type="checkbox"/>
FWSpSu	1.0	FWSpSu	3.0	FWSpSu	3.0	FW	1.0

ExDM Core

Complete after admittance.

Complete junior year, fall courses.

ExDM 404 Experience Design	<input type="checkbox"/>	ExDM 405 Theories, Frameworks & Careers in ExDM	<input type="checkbox"/>	ExDM 495 Professional Preparation in ExDM	<input type="checkbox"/>
F	3.0	F	3.0	F	1.5

Complete junior year, winter courses.

ExDM 415 Experience-Centric Management	<input type="checkbox"/>	ExDM 416 Experiential Marketing	<input type="checkbox"/>	ExDM 418 Designing for Inclusion and Belonging	<input type="checkbox"/>
W	3.0	W	3.0	W	3.0

Complete internship after junior year (see back).

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

Complete senior year, fall courses.

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

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

Additional Courses

May be taken before or after admittance.

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

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

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

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

Complete after admittance.

Recommended to take junior year.

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

May be taken senior year.

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

STRAT 392	<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.

Elective 1	<input type="checkbox"/>	Elective 2	<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

Exit Survey	<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.
- Internship must be 400 hours, preferably full-time.