BS in Experience Design and Management (664521) MAP Sheet
Business, Experience Design and Management
For students entering the degree program during the 2022-2023 curricular year.

BYU Marriott majors are limited-enrollment programs and the application process is competitive. For assistance in preparing for the application process, it is highly recommended that students visit the BYU Marriott Undergraduate Advisement Center.

University Core and Graduation Requirements
University Core Requirements:
Requirements#ClassesHoursClasses
Religion Cornerstones
Teachings and Doctrine of The Book of Mormon1.REL A 275
Jesus Christ and the Everlasting Gospel1.REL A 250
Foundations of the Restoration1.REL C 225
The Eternal Family1.REL C 200
The Individual and Society
American Heritage1-2.from approved list
Global and Cultural Awareness1.EXDM 300*
Skills
First Year Writing1.from approved list
Advanced Written and Oral Communications1.M COM 320*
Quantitative Reasoning1.ACC 200*
Languages of Learning (Math or Language)1.STAT 121 recommended
Arts, Letters, and Sciences
Civilization 11.from approved list
Civilization 21.from approved list
Arts1.from approved list
Letters1.from approved list
Biological Science1-2.from approved list
Physical Science1-2.from approved list
Social Science1.ECON 110*
Core Enrichment: Electives
Religion Electives3.from approved list
Open ElectivesVariable

FOR UNIVERSITY CORE AND PROGRAM QUESTIONS CONTACT THE ADVISEMENT CENTER IN 460 TNRB

*THESE COURSES FILL BOTH GENERAL EDUCATION AND PROGRAM REQUIREMENTS (12 hours overlap)

Graduation Requirements:
Minimum residence hours required30.0
Minimum hours needed to graduate120.0
Suggested Sequence of Courses
Freshman Year
1st Semester
First-Year Writing3.0
MSB 180 (recommended)1.0
Religion Cornerstone2.0
<table>
<thead>
<tr>
<th>Semester</th>
<th>Course Code</th>
<th>Hours</th>
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<tbody>
<tr>
<td>2nd Semester</td>
<td>EXDM 300</td>
<td>3.0</td>
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<tr>
<td></td>
<td>ACC 200</td>
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<tr>
<td></td>
<td>IS 1101</td>
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<td></td>
<td>Religion Cornerstone</td>
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<td></td>
<td>General Education</td>
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**Sophomore Year**

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<tr>
<td>3rd Semester</td>
<td>FIN 201</td>
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<tr>
<td></td>
<td>MKTG 201</td>
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<td>IS 201</td>
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<td></td>
<td>Religion Cornerstone</td>
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<td></td>
<td>General Education/Open Elective(s)</td>
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<tr>
<td>Total Hours</td>
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<tr>
<td>4th Semester</td>
<td>ECON 110</td>
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<td>M COM 320</td>
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<td></td>
<td>General Education</td>
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<td></td>
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**Junior Year**

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<tr>
<td>5th Semester</td>
<td>EXDM 405</td>
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<td>GSCM 201</td>
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<td>GSCM 211</td>
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<tr>
<td>6th Semester</td>
<td>EXDM 350</td>
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<td>EXDM 415</td>
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<td>EXDM 416</td>
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<td>HRM 391</td>
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<td></td>
<td>Religion elective</td>
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<td></td>
<td>EXDM 495</td>
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**Senior Year**

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<tr>
<td>7th Semester</td>
<td>EXDM 422</td>
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<td>EXDM 423</td>
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<tr>
<td></td>
<td>MSB 390</td>
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*Most applicants apply to BYU Marriott the summer after their sophomore year. Each program starts at the beginning of a new academic year.*

*Deadline to apply for fall is the last working day of June by 4:30 p.m.*
STRAT 3923.0
Religion elective2.0
Open Elective(s)1.0
Total Hours15.0
8th Semester
EXDM 496R1.5
Open Elective(s)12.5
Religion elective2.0
Total Hours16.0
The sequence of courses suggested may not fit the circumstances of every student. Students should contact their advisement center for help in outlining an efficient schedule.

Students are encouraged to complete an average of 15 credit hours each semester or 30 credit hours each year, which could include spring and/or summer terms. Taking fewer credits substantially increases the cost and the number of semesters to graduate.

BS in Experience Design and Management (664521)2022-2023 Program Requirements (64 Credit Hours)

Students are advised to take STAT 121 to fulfill their Languages of Learning general education requirement.

requirement 1 Complete 3 courses
Complete the following prerequisite management courses:
*ACC 200 - Principles of Accounting 3.0
*EXDM 300 - Creating a Good Life through Experience Design 3.0
IS 201 - Introduction to Management Information Systems 3.0
Apply and be formally accepted into the program.

requirement 2 Complete 2 options
Complete the following Experience Design and Management Core courses:
option 2.1 Complete 8 courses
EXDM 350 - Diversity, Equity, and Inclusion in Experience Design 3.0
EXDM 404 - Experience Design 3.0
EXDM 405 - Theories, Frameworks and Careers in Experience Design and Management 3.0
EXDM 415 - Experience-Centric Management 3.0
EXDM 416 - Experiential Marketing 3.0
EXDM 422 - Experience Needfinding 3.0
EXDM 423 - Experience Insights 3.0
EXDM 495 - Professional Preparation in Experience Design and Management 1.5
option 2.2 Complete 1.5 hours from the following course(s)
EXDM 496R - Senior Internship 12.0v
You may take up to 1 credit hour.

requirement 3 Complete 10 courses
Complete the following Business Core courses:
*ECON 110 - Economic Principles and Problems 3.0
FIN 201 - Principles of Finance 3.0
GSCM 201 - Introduction to Global Supply Chain Management 1.5
GSCM 211 - Introduction to Supply Chain Management in International Business 1.5
HRM 391 - Organizational Effectiveness 3.0
IS 110 - Spreadsheet Skills and Business Analysis 1.0
*M COM 320 - Management Communication 3.0
MKTG 201 - Marketing Management 3.0
MSB 390 - Ethics for Management 3.0
STRAT 392 - Strategy and Economics 3.0

requirement 4 Complete 6.0 hours from the following course(s)
EXDM 302 - Hospitality Management 3.0
EXDM 303 - Introduction to Sports and Entertainment Industries 3.0
EXDM 306 - Community Festivals and Special Events 3.0
EXDM 307 - Sport and Entertainment Venue Management 3.0
EXDM 311 - Advances in Positive Psychology in Experience Design 3.0
EXDM 430 - Current Trends and Opportunities in the Experience Economy 1.5
EXDM 431 - Guest, Visitor, and Customer Experience Management 1.5
EXDM 490R - Topics in Experience Design and Management 4.0v
EXDM 494R - Experience Design and Management Lab 3.0

requirement 5
Complete the Senior Exit Survey.
Recommended Complete 1 course
Recommended Courses:
STAT 121 - Principles of Statistics 3.0

THE DISCIPLINE
The Experience Design and Management major is comprised of a 21-credit core of classes and a variety of elective courses focused on specific career paths. Students in ExDM learn how to design, deliver, and manage experience journeys. Our versatile students employ interdisciplinary design principles, management science, and positive psychology to deliver impactful experiences across diverse contexts.

CAREER OPPORTUNITIES
The ability to systematically design, deliver, and manage experiences opens a variety of career paths for graduates. Career opportunities are focused on two clusters: experience industries and experience management. Career paths within these areas include but are not limited to customer and employee experience, product management, event and venue management, hospitality and tourism, and sports management.

GENERAL INFORMATION
Students are encouraged to apply to BYU Marriott at the end of their sophomore year, as soon as they have completed the prerequisite courses. BYU Marriott majors are limited-enrollment programs and the application process is competitive. For assistance in preparing for the application process, it is highly recommended that students visit the BYU Marriott Undergraduate Advisement Center.

REQUIREMENTS FOR APPLICATION
All students entering BYU Marriott commence their study at the beginning of fall semester. Admission into BYU Marriott is based on consideration of the following:
- Prerequisite GPA
- 500 word essay
- Résumé
- Professionalism
- Review of the overall academic record
- One-minute video

Prerequisite courses must be completed before the application deadline. Any application with a prerequisite GPA below a 3.0 will not be considered. When prerequisite GPA is calculated, repeated or transferred courses will be discounted.

TRANSFER INFORMATION
Transfer equivalencies for the following courses will not be considered: FIN 201, IS 201, M COM 320.

MAP DISCLAIMER
While every reasonable effort is made to ensure accuracy, there are some student populations that could have exceptions to listed requirements. Please refer to the university catalog and your college advisement center/department for complete guidelines.

ADVICEMENT CENTER INFORMATION
Marriott School of Business Advisement Center
Brigham Young University
460 Tanner Building
Provo, UT 84602