

BS in Consumer Experience Management (CEXM) 2020-2021



ALL CEXM, CMHT, DRTL, HFMD, HMG, MDSE, and RETL courses require a grade of C or higher. 2.0 minimum GPA required for UNT, Overall, and Professional Field/Major GPAs.

UNIVERSITY CORE (42 hours)

See approved University Core list for options

- Communication (6 hours)
ENGL 1310 and ENGL 1320
- Mathematics (3 hours)
See approved list
- Life & Physical Sciences (6 hours)
See approved list
- Creative Arts (3 hours)
See approved list
- Language, Philosophy and Culture (3 hours)
See approved list
- American History (6 hours)
HIST 2610 and HIST 2620
- Government/Political Science (6 hours)
PSCI 2305 and PSCI 2306
- Social & Behavioral Science (3 hours)
See approved list
- Core Option Courses (6 hours)
Option A (3 hours): MDSE 2750 (double dip)
Option A/B (3 hours): See approved list
(possible double dip)

GENERAL ELECTIVES (0-24 hours)

Depends on individual degree plan; see advisor

CMHT CORE (12 hours)

- CMHT 2790 Career Development
(DRTL 2090 or concurrent)
- CMHT 3950 Creating Consumer Experiences
- CMHT 4750 Managing a Diverse Workforce
(Sr Standing)
- CMHT 4790 Internship in Merchandising
(CMHT 2790, RETL 4330, plus 24 additional hours in major)

Total Credit Hours- 120

All prerequisites must be successfully completed prior to enrollment in any course.

CONSUMER EXPERIENCE MANAGEMENT SPECIALIZATION (27 hours)

- DRTL 2090 Introduction to Digital Retailing
- MDSE 2750 Consumers in a Global Market
- DRTL 3090 Consumer Engagement in Digital Channels (Jr standing)
- MDSE 3750 Consumer Studies
- RETL 3950 Visual Merchandising & Promotion (MDSE 3750 or concurrent)
- RETL 4330 Consumer Analytics & Data Visualization (MDSE 3750)
- RETL 4850 Brand Development (DRTL 2090, plus 9 additional hours in major)
- RETL 4880 Omni-channel Retail Strategy (DRTL 2090, 3090, and MDSE 3750)
- MDSE 4660 Advanced Application (DRTL 2090, MDSE 3750, and RETL 4330)

CONSUMER EXPERIENCE MGMT APPLICATION (6 hours): SELECT 2 COURSES:

- HMG 2800 Foundations of International Travel & Tourism **OR**
HMG 2810 Intro to International Sustainable Tourism
- HMG 3240 Special Event Management
- Any CMHT Study Tour

INTERDISCIPLINARY CONCENTRATION(S) (15-24 hours):

See your academic advisor to determine your concentration area(s). Concentration could include disciplines such as Business Analytics, Communications, Digital Retailing, Hospitality Management, Information Science, Journalism, Management, Marketing, Merchandising, Psychology, Sociology, and Sport Management.