

BS in Consumer Experience Management (CEXM) 2019-2020



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 Sciences (3 hours)

See approved list

Component Area Options (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)

CMHT CORE (12 hours)

CMHT 2790 Career Development

(DRTL 2090 or concurrent)

CMHT 3950 Creating Consumer Experiences

CMHT 4750 Managing a Diverse Workforce

(Senior Standing)

CMHT 4790 Internship in Consumer Exp. Mgmt.

(CMHT 2790, RETL 4330, plus 24 additional hours in major)

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 and Data Visualization

(MDSE 3750)

RETL 4850 Brand Development

(DRTL 2090, plus 9 additional hours in major)

RETL 4880 Omni-channel Retail Strategy

(DRTL 2090, DRTL 3090, and MDSE 3750)

MDSE 4660 Advanced Application

(DRTL 2090, MDSE 3750, RETL 4330; plus RETL 4850 or concurrent)

CONSUMER EXPERIENCE MGMT APPLICATION (Select 6 hours)

HMG 2800 Foundations of International Travel and Tourism

HMG 3240 Special Event Management

HMG 3260 Resort & Club Management

Any CMHT Study Tour

INTERDISCIPLINARY CONCENTRATION(S) (15-33 hours)

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

TOTAL CREDIT HOURS - 120

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