

BS IN DIGITAL RETAILING DEGREE IN THREE ACADEMIC MAP

2017-2018 CATALOG YEAR

UNT Course	Hrs.
ENGL 1301 Communication Core	3
ENGL 1302 Communication Core	3
MATH 1342/2342 Statistics	3
GOVT 2305 Government/Political Science Core	3
HIST 1301 History Core	3
HIST 1302 History Core	3
Creative Arts Core – see approved list	3
ECON 2302 – Social & Behavioral Science Core – Microeconomics recommended	3
Language, Philosophy & Culture Core – see approved list	3
Life & Physical Sciences Core – see approved list	3
Total hours	30

Year 1 at UNT:

FALL		Hrs.	SPRING		Hrs.
DRTL 2090 Intro to Digital Retailing	3		DRTL 2080 Digital Platforms & Website Development in DRTL	3	
JOUR 2000 Principles of Advertising & Public Relations	3		MDSE 3510 Profit Centered Merchandising	3	
MDSE 2750 Consumers in a Global Market recommended (Double Dip: Component Area I Core)	3		MDSE 3750 Consumer Studies	3	
ACCT 2010 Accounting Principles (Financial)	3		Component Area Category II – select one other course from any Core area	3	
PSCI 2306 Government/Political Science	3		Life & Physical Sciences Core – see approved list	3	
Total hours	15		Total hours	15	

Year 2 at UNT

FALL		Hrs.	SPRING		Hrs.
DRTL 3090, Consumer Engagement in Digital Channels		3	DRTL 3190 Digital Retailing Strategies		3
DRTL Elective			MDSE 4010 Global Sourcing (online)		3
DRTL Elective		3	DRTL 4070 Digital Retail Analytics		3
MKTG 3650 Foundations of Marketing Practice		3	JOUR 3040 Advertising Media and Marketing Strategy OR JOUR 4270 Strategic Social Media		3
CMHT 2790 Career Development		3	RETL 3880 Profit-Centered Retailing		3
Total hours		15	Total hours		15

Year 3 at UNT:

FALL		Hrs.	SPRING		Hrs.
MDSE 4660 Advanced Applications		3	CMHT 4790 Internship***		3
DRTL 4090 Virtual Merchandising		3	CMHT 3950 Creating Consumer Experiences (Online)		3
LSCM 3960, Logistics & Supply Chain Management		3	CMHT 4750 Managing a Diverse Workforce (Online)		3
DRTL Elective		3	General Elective		3
DRTL Elective		3	General Elective		3
Total hours		15	Total hours		15

- YEAR 1 can be completed at a community college or through AP/IB/dual credit.
- Additional courses in black during YEARS 2-4 can also be completed at a community college or through AP/IB/Dual credit.
- Courses in green must be completed at UNT.

*** It is recommended to complete at least 9 hours over the summer semesters in order to be able to complete the senior internship requirement in the final semester without several other courses concurrently. Students may not enroll in more than three additional classes during Internship semester.