

BS IN CONSUMER EXPERIENCE MANAGEMENT DEGREE IN THREE ACADEMIC MAP

2017-2018 CATALOG YEAR

This three-year plan provides a model for on-time completion of this UNT program. See the current Undergraduate Catalog for course prerequisites. Course availability at UNT is subject to change, and the plan shown below may change based on updates to UNT's course offerings.

Assuming earned credit for 30 hours in the following UNT Courses (TCCNS Courses) upon admission to UNT:

UNT Courses	Hrs.
ENGL 1310 (ENGL 1301)	3
ENGL 1320 (ENGL 1302)	3
HIST 2610 (HIST 1301)	3
HIST 2620 (HIST 1302)	3
PSCI 2305 (GOVT 2305)	3
PSCI 2306 (GOVT 2306)	3
Mathematics Core – see approved list	3
Language, Philosophy & Culture Core – see approved list	3
Life & Physical Sciences Core – see approved list	3
Life & Physical Sciences Core – see approved list	3
Total hours	30

Year 1 at UNT or Community College

FALL	Hrs.	SPRING	Hrs.
Social & Behavioral Science Core – ECON 1100 (ECON 2302) recommended	3	Creative Arts Core – see approved list	3
Component Area Category II Core – select one course from any Core area	3	Interdisciplinary Concentration Course <u>OR</u> General Elective (see advisor for approval)	3
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Interdisciplinary Concentration Course <u>OR</u> General Elective (see advisor for approval)	3	Interdisciplinary Concentration Course <u>OR</u> General Elective (see advisor for approval)	3
<i>Total hours</i>	15	<i>Total hours</i>	15

Year 2 at UNT

FALL	Hrs.	SPRING	Hrs.
DRTL 2090 Introduction to Digital Retailing	3	CEXM 3090 Consumer Engagement in Digital Channels	3
MDSE 2750 Consumers in a Global Market (online) (Double Dip: Component Area Category I Core)	3	CEXM 4330 Consumer Analytics & Data Visualization	3
CEXM 3750 Consumer Studies	3	CEXM Application Course – see approved list	3
CMHT 2790 Career Development	3	Interdisciplinary Concentration Course – see advisor for approval	3
Interdisciplinary Concentration Course – see advisor for approval	3	Interdisciplinary Concentration Course – see advisor for approval	3
<i>Total hours</i>	15	<i>Total hours</i>	15

Year 3 at UNT

FALL	Hrs.	SPRING	Hrs.
CEXM 3950 Visual Merchandising & Promotion	3	CMHT 4790 Internship*	3
CEXM 4860 Digital Branding in Practice	3	CMHT 3950 Creating Consumer Experiences (online)	3
CEXM 4880 Omni-channel Retail Strategy	3	CMHT 4750 Managing a Diverse Workforce (online)	3
CEXM 4660 Advanced Applications	3	Interdisciplinary Concentration Course – see advisor for approval	3
	3	Interdisciplinary Concentration Course – see advisor for approval	3
<i>Total hours</i>	15	<i>Total hours</i>	15

- Before taking any “Year 1” courses at a community college, see a UNT CMHT advisor for approval.
- **Courses in bold must be completed at UNT.**
- UNT requires a minimum of 42 advanced hours (3XXX/4XXX level) for a BS degree. Student must complete at least 3 Interdisciplinary Concentration courses at the advanced level 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 the semester in which they complete their internship.

For additional program information visit www.cmht.unt.edu/advising, or contact the CMHT Advising Office at (940)565-4635.