

# BS in Consumer Experience Management (CEXM) 2018-2019



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 or TECM 1700 and

ENGL 1320 or TECM 2700

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

## 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.

*(See Catalog)*

## CONSUMER EXPERIENCE MANAGEMENT SPECIALIZATION (27 hours)

DRTL2090 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)*

DRTL 4860 Digital Branding in Practice

RETL 4880 Omni-channel Retail Strategy

*(DRTL 2090, DRTL 3090, and MDSE 3750)*

MDSE 4660 Advanced Application

*(DRTL 2090, MDSE 3750, RETL 4330; plus*

*DRTL 4860 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). 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**

*See the current UNT catalog for prerequisite requirements. All prerequisites must be successfully completed prior to enrollment in any course. The listing on this page may not be current.*