

# BS in Digital Retailing (DRTL) 2016-2017



All students are admitted as Pre-Digital Retailing.

To declare Digital Retailing major and begin taking courses which list *DRTL major* as a prerequisite, you must:

- ❖ Complete all highlighted courses with a “C” or higher
- ❖ Establish and maintain a minimum 2.5 UNT GPA

## 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)

Required: DSCI 2710 or MATH 1680

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 1040 and PSCI 1050

Social & Behavioral Science (3 hours)

Recommended: ECON 1100

Discovery (3 hours)

Required: MDSE 2750 (double dip)

Capstone (3 hours)

Select any additional course in the University Core

## Free Elective(s)

Depends on individual degree plan; see advisor

## Journalism (6 hours)

JOUR 2000 Principles of Advertising & Public Relations

AND

JOUR 3040 Advertising Media and Mktg. Strategy (*JOUR 2000*)

OR

JOUR 4210 Digital and Social Marketing

OR

JOUR 4720 Strategic Social Media (*45 earned hours*)

## Business Courses (12 hours)

ACCT 2010 Accounting Principles I

(*ECON 1100, Core MATH w/ C or higher*)

MKTG 3650 Foundations of Marketing Practice (*Jr standing*)

MKTG 3720 Internet Marketing Concepts and Strategy (*MKTG 3650*)

LSCM 3960 Logistics & Supply Chain Mgmt. (*Jr Standing*)

## 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 Digital Retailing (*DRTL major; See catalog*)

## Digital Retailing Specialization (33 hours)

DRTL 2090 Introduction to Digital Retail

DRTL 2080 Digital Authoring & Publishing Tools (*DRTL pre-major or major*)

DRTL 3090 Consumer Engagement in Digital Channels (*Jr standing*)

DRTL 3190 Digital Retailing Strategies (*DRTL 3090*)

DRTL 4070 Digital Retail Analytics

(*DRTL major, DRTL 2080, MDSE 3510, Jr standing*)

DRTL 4090 Virtual Merchandising (*DRTL major, DRTL 2080*)

MDSE 2750 Consumers in a Global Market

MDSE 3510 Profit Centered Merchandising

(*DRTL major, ACCT 2010 and Core Math, both w/ C or better*)

MDSE 3750 Consumer Studies

MDSE 4010 Global Sourcing (*DRTL major, DRTL 2090*)

MDSE 4660 Advanced Application (*DRTL major, DRTL 2090, 3510, 3750, 4010, plus 9 additional hours in major with C or better*)

## Product Focus Area (select one of the following pairs - 6 hours):

MDSE 2350 Product Development I and

MDSE 2650 Textiles for Apparel

OR

HFMD 2655 Textiles for Home Furnishings and FALL ONLY

HFMD 3570 Decorative Accessories Merchandising FALL ONLY

OR

HMG 2800 Foundations of International Travel and Tourism OR

HMG 2810 Intro to International Sustainable Tourism and

HMG 3300 Hospitality Industry Mktg. and Sales (*Jr standing*)

## DRTL Electives (select 6 hours):

CMHT 4800 Research in Merchandising & Hospitality Management  
(*Advanced standing in the major, GPA of 2.75*)

HFMD 2400 Introduction to the Furniture Industry

HMG 3920 Recent Developments in the Hospitality Industry (*Jr Standing*)

MDSE 3250 Product Development II (*MDSE 2350*)

MDSE 4001 New York Study Tour (*DRTL 2090, approval of application*)

MDSE 4002 Dallas Study Tour (*DRTL 2090, approval of application*)

MDSE 4003 Global Discovery: Hong Kong/China

(*DRTL 2090, approval of application*)

MDSE 4004 Global Discovery: Europe (*DRTL 2090, MDSE 3350, 3370, and approval of application*)

MDSE 4020 E-Passport: Virtual Study Abroad (*DRTL 2090*)

MDSE 4080 Merchandising Ventures (*DRTL major, DRTL 2090, MDSE 3510*)

MDSE 4510 Advanced Buying, Planning & Allocation

(*DRTL major, MDSE 3510 w/ C or better*)

MDSE 4560 Sustainable Merchandising (*DRTL 2090*)

RETL 3950 Visual Merchandising and Promotion (*MDSE 3750*)

RETL 4850 Brand Development (*DRTL major, DRTL 2090,*

*plus 9 additional hours in major w/ C or better*)

**Total Credit Hours- 120**

**All CMHT, DRTL, HFMD, HMG, MDSE, and RETL courses require a grade of C or higher.**

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.