

BS in Digital Retailing (DRTL) 2017-2018



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 2.0 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: MATH 1680 or DSCI 2710

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 Science (3 hours)

Recommended: ECON 1100

Component Area Options (6 hours)

Category I (3 hours): MDSE 2750 (double dip)

Category II (3 hours): Select from any other core area

FREE ELECTIVES (0-6 hours)

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

OR

JOUR 4270 Strategic Social Media

BUSINESS (9 hours)

ACCT 2010 Accounting Principles I

(Core Math, ECON 1100 or concurrent)

MKTG 3650 Foundations of Marketing Practice

(Jr standing)

LSCM 3960 Logistics & Supply Chain Mgmt.

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 (36 hours)

DRTL 2090 Introduction to Digital Retailing

DRTL 2080 Digital Platforms and Web Site Development in Digital Retailing

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

DRTL 3190 Digital Retailing Strategies *(DRTL 2090)*

DRTL 4070 Digital Retail Analytics *(DRTL major, DRTL 2080, MDSE 3510)*

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

MDSE 2750 Consumers in a Global Market

MDSE 3510 Profit Centered Merchandising

(DRTL major, ACCT2010 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, MDSE 3510, 3750, 4010, plus 9 hours in major)

RETL 3880 Profit-Centered Retailing *(MDSE 3510, 3750 or concurrent)*

PRODUCT FOCUS AREA (Select one pair, 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 *(HMG 1500 or concurrent)*

DRTL ELECTIVES (Select 6 hours):

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

DRTL 4860 Digital Branding in Practice

HFMD 2400 Introduction to the Furniture Industry (FALL ONLY)

HMG 3920 Recent Developments in the Hospitality Industry

MDSE 3250 Product Development II *(MDSE 2350)*

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

MDSE 4002 Dallas Study Tour for MDR *(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, approval of application)

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

MDSE 4510 Advanced Buying, Planning & Allocation *(DRTL major, MDSE 3510)*

MDSE 4560 Sustainable Strategies in Merchandising *(DRTL 2090)*

RETL 2550 Retail Operations

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

RETL 4080 Retail Start-Up *(DRTL major, MDSE 3510, 3750)*

RETL 4330 Consumer Analytics and Data Visualization *(MDSE 3750)*

RETL 4850 Brand Development

(DRTL 2090, plus 9 additional hours in major w/ C or better)

RETL 4880 Omni-Channel Retail Strategy *(DRTL 2090, 3090, MDSE 3750)*

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.