

# BS in Digital Retailing (DRTL) 2017-2018



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)  
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

## GENERAL 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 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  
(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 2080, 2090, and MDSE 3510 or concurrent)
- DRTL 4090 Digital Merchandising (DRTL 2080 and 2090)
- MDSE 2750 Consumers in a Global Market
- MDSE 3510 Profit Centered Merchandising (C or better in Core MATH and ACCT 2010)
- MDSE 3750 Consumer Studies
- MDSE 4010 Global Sourcing (DRTL 2090)
- MDSE 4660 Advanced Application  
(DRTL 2090, MDSE 3510, 3750, plus 9 additional hours in major)
- RETL 3880 Profit-Centered Retailing  
(RETL 2550, MDSE 3510, and MDSE 3750 or concurrent)

## DRTL ELECTIVES (Select 12 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)
- HFMD 2655 Textiles for Home Furnishings (FALL ONLY)
- HFMD 3570 Decorative Accessories Merchandising (FALL ONLY)
- HMG 2800 Foundations of International Travel and Tourism OR
- HMG 2810 Intro to International Sustainable Tourism
- HMG 3300 Hospitality Industry Marketing and Sales (HMG 1500 or concurrent)
- HMG 3920 Recent Developments in the Hospitality Industry
- MDSE 2350 Product Development I
- MDSE 2650 Textiles for Apparel
- MDSE 3250 Product Development II (MDSE 2350 and 2650)
- 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, Jr standing, and approval of application)
- MDSE 4510 Advanced Buying, Planning & Allocation (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 (MDSE 3510, 3750)
- RETL 4330 Consumer Analytics and Data Visualization (MDSE 3750)
- RETL 4850 Brand Development (DRTL 2090, plus 9 additional hours in major)
- RETL 4880 Omni-Channel Retail Strategy (DRTL 2090, 3090, MDSE 3750)

## **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.