

**Guided Pathway
Junior and Senior Years
Bachelor of Science majoring in
Consumer Experience Management**

Effective Fall 2018

Assumes student completed the university core curriculum during the Freshman and Sophomore years. The guided pathway shown in this example includes an interdisciplinary concentration in Sport Management. Another interdisciplinary concentration could be selected in consultation with the advisor.*

Junior Year ('18-19)

FALL SEMESTER	SPRING SEMESTER
DRTL 2090 Introduction to Digital Retailing (3 CH)	DRTL 3090 Consumer Engagement in Digital Channels (3 CH)
MDSE 2750 Consumers in a Global Market (3 CH) – Online course	RETL 4330 Consumer Analytics and Data Visualization (3 CH)
MDSE 3750 Consumer Studies (3 CH)	HMGD 2800 Foundations of International Travel and Tourism (3 CH)
CMHT 2790 Career Development (3 CH)	*RESM 1950 Foundations of Recreation, Event, and Sport Professions (3 CH)
*RESM 4050 Management Perspectives in Recreation, Event and Sport Industries (3 CH)	*RESM 2150 Leadership in Recreation, Event and Sport Management (3 CH)

SUMMER SEMESTER

CMHT 3950 Creating Consumer Experiences (3 CH) – Online course
CMHT 4750 Managing a Diverse Workforce (3 CH) – Online course
*RESM 4900 Special Problems: Sport and Event Marketing, Sponsorship and Sales (3 CH)

Senior Year

FALL SEMESTER	SPRING SEMESTER
MDSE 4660 Advanced Applications (3 CH)	CMHT 4790 Internship (3 CH)
DRTL 4860 Digital Branding in Practice (3 CH)	HMGD 3240 Special Event Management (3 CH)
RETL 4880 Omni-channel Retail Strategy (3 CH)	
RETL 3950 Visual Merchandising & Promotion (3 CH)	
*RESM 4900 Special Problems: Sport, Entertainment and Events in the Experience Economy (3 CH)	

This is not an official degree plan. Check with an advisor; degree plans may change in later catalogs.

* You may take a different Interdisciplinary concentration or substitute other courses within this concentration. See you advisor to develop an appropriate plan.