

BS in Consumer Experience Management (CEXM) 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)
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 Science (3 hours)
See approved list

Component Area Options (6 hours)
Category I (3 hours): MDSE 2750 (double dip)
Category II (3 hours): Any additional class within
the University Core

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
CEXM 3090 Consumer Engagement in Digital Channels
(Jr standing)
CEXM 3750 Consumer Studies
CEXM 3950 Visual Merchandising & Promotion
(CEXM 3750 or concurrent)
CEXM 4330 Consumer Analytics and Data Visualization
(CEXM 3750)
CEXM 4860 Digital Branding in Practice
CEXM 4660 Advanced Application
(DRTL 2090, CEXM 3750, and 4330)
CEXM 4880 Omni-channel Retail Strategy
(DRTL 2090, CEXM 3090, and 3750)

CONSUMER EXPERIENCE MGMT APPLICATION (Select 6 hours)

HMG 2800 Foundations of International Travel and Tourism
HMG 3240 Special Event Management
MDSE 4000 Global Discovery in Merch. & Hosp. Management
MDSE 4002 Dallas Study Tour

INTERDISCIPLINARY CONCENTRATION(S) (15-33 hours)

See your academic advisor to determine your concentration area(s). Concentration areas include disciplines such as Decision Sciences, Hospitality Management, Information Science, Journalism, Marketing, Retailing, and Sports 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.