

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.
All courses within the interdisciplinary concentration(s) 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
DRTL 3090 Consumer Engagement in Digital Channels
(Jr standing)
MDSE 3750 Consumer Studies
RETL 3950 Visual Merchandising & Promotion
(MDSE 3750 or concurrent)
RETL 4330 Consumer Analytics and Data Visualization
(MDSE 3750)
DRTL 4860 Digital Branding in Practice
RETL 4880 Omni-channel Retail Strategy
(DRTL 2090, DRTL 3090, and MDSE 3750)
MDSE 4660 Advanced Application
(DRTL 2090, MDSE 3750, and RETL 4330)

CONSUMER EXPERIENCE MGMT APPLICATION (Select 6 hours)

HMG 2800 Foundations of International Travel and Tourism
HMG 3240 Special Event Management
HMG 3260 Resort & Club 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 could include disciplines such as Business Analytics, Communications, Hospitality Management, Information Science, Journalism, Management, Marketing, Merchandising, Public Health, Psychology, Retailing, Sociology, and Sport 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.