Name: __________________________

Date: __________________________

I understand that I must complete all classes listed on the requirement sheet._______
I understand that I must complete all SMHM, HMGT, DRTL, HMFD, and MDSE and prerequisite classes with a grade of C or better._______
I understand that delaying prerequisite courses may delay graduation._______
I understand that I must consult the catalog course descriptions (http://www.unt.edu/majors-catalogs.htm) to ensure I have successfully satisfied all prerequisites before entering courses with prerequisites._______
I understand that I am responsible for my educational choices & decisions._______

Bachelor of Science Degree Requirements
Digital Retailing (DRTL)
2012-2013 Catalog

Note: Highlighted classes comprise the pre-major. Students must complete these classes with a “C” or better and earn a minimum 2.5 GPA before being allowed to declare the digital retailing major and thereby enroll in any class in which major is prerequisite.

Communication (6 hours)
ENGL 1310 or 1313 Grammar and Composition
ENGL 1320 or TECM 2700 Technical Report Writing

Mathematics (3 hours)
DSCI 2710 Data Description and Analysis

Natural Science (6 hours)
Select 2 classes from approved list

Humanities (3 hours)
Select from approved list

Visual and Performing Arts (3 hours)
Choose one of the following:
- MUMH 1600 Music in Human Imagination
- MUMH 2040 Music Appreciation
- MUMH 3000 Nineteenth Century Music
- MUMH 3010 Twentieth Century Music

U.S. History (6 hours)
HIST 2610-2620

Political Science (6 hours)
PSCI 1040-1050 American Government

Social/ Behavioral Science (3 hours)
ECON 1100 Principles of Microeconomics

ELECTIVES (9 hours)
Your choice of any 9 hours of credit.

CMHT CORE (12 hours)
MDSE 3790 Pre-Internship Seminar (2090 or concurrent)
SMHM 3950 Creating Consumer Experiences (3750)
SMHM 4750 Managing a Diverse Workforce (Senior Standing; satisfies Capstone)
SMHM 4790 Internship in E-Merchandising (See catalog)

Journalism (6 hours)
JOUR 2010 OR Principles of Advertising
JOUR 2420 Principles of Public Relations
JOUR 3040 OR Advertising Media and Mktg. Strategy
JOUR 4012 Direct Response

TOTAL CREDIT HOURS- 120

DRTL Area of Specialization (30 hours)
DRTL 2080 Web Authoring for Retail (substitutes for MKTG 4620)
DRTL 2090 Introduction to E-Merchandising
DRTL 3090 Consumer Engagement in Digital Channels (Junior standing)
DRTL 4070 Retail Web Analytics (DRTL major, 2090, 2080 or MKTG 4620, junior or senior standing)
DRTL 4090 Virtual Merchandising (DRTL major, 2080 or MKTG 4620, 2090)
DRTL 4660 Advanced Merchandising Applications (DRTL major, 2090, 3510, 3750, 4010 + additional 9 hours in major)
HMGT 4600 Information Tech. in Hospitality & Tourism (Junior standing)
MDSE 2750 Consumers in a Global Market
MDSE 3510 Profit Centered Merchandising (ACCT 2010 w/ C or better, core Math (w/C or better Fall 13))
MDSE 3750 Consumer Studies in Apparel & Home
MDSE 4010 Global Textile & Apparel Merchandising (DRTL major, 2090)

Select one of the following pairs of classes (6 hours)
MDSE 1650 Apparel Evaluation
MDSE 2650 Textiles for Apparel
MDSE 3570 Decorative Accessories
MDSE 2655 Textiles for Home Furnishings
MDSE 2650 Textiles for Apparel
HMGT 2800 Foundations of Int’l Travel and Tourism
HMGT 3300 Hospitality Industry Mktg. and Sales

Plus 6 hours to be selected from:
MDSE 2350 Hot Topics & Cool Trends
MDSE 2390 Adv. Buying, Planning & Allocation (3510 w/ C or better)
MDSE 3510 Sustainable Merchandising (2090)
MDSE 3570 Brand Development (DRTL major, 1650 or 3750; 2090, plus 9 additional hours in major)
SMHM 4000 Global Discovery (2090, good standing)
SMHM 4850 Research in Merch. & Hosp. Mgmt. (adv. standing, 2.75 GPA)
HMGT 3920 Recent Dev. in the Hospitality Industry (junior standing)

BUSINESS (12 hours)
ACCT 2010 Accounting Principles I (ECON 1100, MATH 1100 or higher)
LSCM 3960 Logistics & Supply Chain Management (Junior Standing)
MKTG 3650 Foundations of Marketing Practices (Junior Standing)
MKTG 3720 Internet Marketing Concepts and Strategies (MKTG 3650)
(MKTG 4630 no longer required for 2013; will take MDSE substitute for 2012.)