

BS in Interdisciplinary Studies in Consumer Insights (ICON) 2026-2027



- Total credit hours required = 120
- Minimum 2.0 GPA required for UNT, Overall, and Major GPAs
- A grade of C or higher is required for all courses in the SMHM Core and ICON Major
- All prerequisites must be successfully completed prior to enrollment in any course
- Program can be completed 100% online: *Online options dependent on concentration area and course availability*

UNIVERSITY CORE (42 HOURS)

See approved University Core list for options.

Communication (6 hours)

ENGL 1310 and ENGL 1320

Mathematics (3 hours)

See approved list; *Recommended: MATH 1580*

Life & Physical Sciences (6 hours)

See approved list; *Recommended: HMGH 2460*

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

Core Option Courses (6 hours)

Option A (3 hours): *MDSE 2750 (double dip)*

Option A/B (3 hours): see approved list

SMHM CORE (9 HOURS)

CMHT 3950 Creating Consumer Experiences

CMHT 4750 Workforce Dynamics in a Global Business Environment (*Sr. standing*)

CMHT 4790 Internship in Consumer Experience Mgmt. (*Sr. standing, MDSE 2790, and ICON 4440*)

GENERAL ELECTIVES

Depends on individual degree plan, see advisor.

CONSUMER INSIGHTS MAJOR (24 HOURS) – ALL ONLINE

MDSE 2700 Excel for Industry

MDSE 2750 Consumers in a Global Market

MDSE 2790 Talent Development

MDSE 3900 Branding & Promotion

ICON 3800 Consumer Psychology

ICON 4440 Consumer Analytics & Data Visualization (FALL)
(*Junior standing*)

ICON 4750 Consumer Experience Design (SPRING)
(*CMHT 3950, ICON 3800*)

ICON 4880 Integrated Retail Strategy (FALL)

INTERDISCIPLINARY CONCENTRATION (21 HOURS)

See academic advisor to determine your concentration area.

Concentrations *could* include disciplines such as:

- Advertising
- Business Analytics
- Communication Studies
- Digital Business & E-Commerce
- Event Design & Experience Management
- Fashion Merchandising
- Furnishing & Décor Merchandising
- Hospitality Management
- Information Science
- Journalism
- Management
- Marketing
- Psychology
- Recreation, Event and Sport Management
- Sociology

OPTIONAL MINORS & ACADEMIC CERTIFICATES

It is possible to earn a minor or academic certificate(s) within your selected concentration area. Contact your advisor for details.