

SMHM MINORS

2026-2027



- All SMHM minors require a minimum grade of C or higher in each required course.
- To officially declare a minor, contact the academic advisor for your major.
- SMHM students cannot major and minor in the same discipline.

CONSUMER INSIGHTS MINOR (18 HOURS)

Select six courses from following list:

- **ICON 3800** Consumer Psychology
- **ICON 4440** Consumer Analytics & Data Visualization
- **CMHT 3950** Creating Consumer Experiences
- **MDSE 2700** Excel for Industry
- **MDSE 2750** Consumers in a Global Market
- **MDSE 3900** Branding and Promotion
- **MDSE 4560** Sustainable Strategies in Merchandising

DIGITAL BUSINESS & E-COMMERCE MINOR (18 HOURS)

- **DBUS 2050** Introduction to Digital Retailing
- **DBUS 2080** E-Commerce Platforms
- **DBUS 3090** Digital Channel Strategies
- **DBUS 4370** Digital Retailing Analytics: Tools & Insights
- **Select two from the following list:**
 - **CMHT 3950** Creating Consumer Experiences
 - **DBUS 3190** Digital Retailing Marketing Campaigns
 - **DBUS 3290** Customer-Centric Retailing with Digital CRM
 - **DBUS 4000** Digital Study Tour
 - **DBUS 4070** Retail Web Analytics
 - **DBUS 4090** Digital Merchandising

ENOLOGY & BREWING MINOR (18 HOURS)

- **HMGH 3900** Principles of Viticulture
- **HMGH 3910** Principles of Enology
- **HMGH 3925** Principles of Brewing
- **HMGH 3940** Marketing & Distribution of Wine and Craft Beverage
- **HMGH 3955** Applied Business Fundamentals for Wine and Craft Beverage
- **HMGH 4300** Survey of Beverages in the Hospitality Industry

FURNISHINGS AND DÉCOR MERCHANDISING MINOR (18 HOURS)

- **MDSE 2490** Introduction to Merchandising
- **FADM 2380** Aesthetics & Environment
- **FADM 3355** Chronology of Styles & Trends
- **FADM 3410** Technologies in Furnishings & Décor Merchandising
- **FADM 3570** Furniture & Decorative Accessories
- **FADM 4400** Capstone in Furnishings & Decor

MERCHANDISING MINOR (18 HOURS)

- **MDSE 2350** Trend Analysis & Forecasting
- **MDSE 2490** Introduction to Merchandising
- **MDSE 3370** Social Psych. of Dress & Appearance
- **MDSE 4010** Global Sourcing
- **DBUS 3090** Digital Channel Strategies
- **Select 1 from the following list:**
 - **ICON 3800** Consumer Psychology
 - **MDSE 2750** Consumers in a Global Market

HOSPITALITY MANAGEMENT MINOR (18 HOURS)

- **HMGH 1450** Principles of Nutrition
- **HMGH 1470** Principles of Food Preparation
- **HMGH 1500** Orientation to the Hospitality Industry
- **HMGH 2800** Found. of Int'l Travel & Tourism
OR HMGH 2810 Intro to Int'l Sustainable Tourism
- **Select two from the following list:**
 - **CMHT 4000** Any HETM Study Tour
 - **CMHT 4750** Workforce Dynamics
 - **EDEM 3240** Event Service Essentials
 - **HMGH 3260** Resort and Club Mgmt.
 - **HMGH 3700** Hotel Operations
 - **HMGH 3920** Recent Developments in Hosp.
 - **HMGH 4300** Survey of Beverages

NUTRITION MINOR (18 HOURS)

- **HMGH 2460** Nutrition Science
- **HMGH 3560** Life Cycle Nutrition
- **HMGH 3660** Community Nutrition
- **Select 1 from the following list:**
 - **ANTH 2300** Culture & Society
 - **EDEM 1600** Intro to Global Event Management
 - **HLTH 1100** School and Community Health Problems & Services
 - **HLTH 1900** Principles of Health
 - **HMGH 1500** Orient. to the Hospitality Industry
 - **PUBH 1010** Introduction to Public Health
- **Select 2 from the following list:**
 - **ANTH 4250** Food, Culture and Globalization
 - **EDEM 4200** Sustainability in the Event Industry
 - **HLTH 4600** Behavioral Change Strategies in Health Promotion
 - **HMGH 3460** Healthy Sustainable Meals
 - **KINE 3030** Fundamentals of Sport Nutrition
 - **PUBH 3020** Community Health Education