

SMHM UNDERGRADUATE ACADEMIC CERTIFICATES (MDR) 2026-2027



- All certificates require a minimum grade of C or higher in each required course.
- All courses required for an undergraduate academic certificate must be completed in residence at UNT.
- To officially declare a certificate, contact the SMHM Advising Office.

CONSUMER ANALYTICS (12 HOURS)

- **MDSE 2700** Excel for Industry
- **DBUS 3290** Customer-Centric Retailing with Digital CRM
- **ICON 3800** Consumer Psychology
- **ICON 4440** Consumer Analytics & Data Visualization
 - **DBUS majors can sub DBUS 4370**

GLOBAL FASHION BRAND MGMT (12 HOURS)

- **MDSE 2350** Trend Analysis & Forecasting
- **MDSE 2750** Consumers in a Global Market
- **MDSE 4010** Global Sourcing
- Select 1 from the following:
 - **ICON 3800** Consumer Psychology
 - **MDSE 3400** Luxury Fashion Retailing
 - **MDSE 4004** Global Discovery: Europe

CREATIVE ECONOMY (12 HOURS)

- **MDSE 2350** Trend Analysis & Forecasting
- **MDSE 3350** History of Fashion OR **MDSE 3370** Social Psychology of Dress & Appearance
- **MDSE 3900** Branding & Promotion
- **MDSE 4001, 4002, or 4004** Any MDR Study Tour

LEADERSHIP IN SUSTAINABLE FOOD & FIBER (12 HOURS)

- **CMHT 4001** Global Discovery: Sustainable Food & Fiber
- **CMHT 3450** Effective Leadership Communication
- **CMHT 4750** Workforce Dynamics in a Global Business Environment
- **CMHT 4801** Seminar in Leadership

DIGITAL INSIGHTS (12 HOURS)

DBUS MAJORS NOT ELIGIBLE

- **DBUS 2050** Introduction to Digital Retailing
- **DBUS 3090** Digital Channel Strategies
- **DBUS 3190** Digital Retail Mktg. Campaigns OR **DBUS 3290** Customer-Centric Retailing with Digital CRM
- **DBUS 4370** Digital Retailing Analytics: Tools & Insights

TRANSFORMATIONAL LEADERSHIP (12 HOURS)

- **MDSE 2790** Talent Development OR **HMGH 3860** Foundations in Leading Hospitality Organizations & Talent
- **CMHT 3450** Effective Leadership Communication
- **CMHT 4750** Workforce Dynamics in a Global Business Environment
- **CMHT 4801** Seminar in Leadership

FASHION BUYING (12 HOURS)

MDSE MAJORS NOT ELIGIBLE

- **MDSE 3510** Buying
- Select 3 courses from the following:
 - **MDSE 2350** Trend Analysis & Forecasting
 - **MDSE 3400** Luxury Fashion Retailing
 - **MDSE 4010** Global Sourcing
 - **MDSE 4250** Product Development