BS in Digital Retailing (DRTL)
2017-2018

All students are admitted as Pre-Digital Retailing.
To declare Digital Retailing major and begin taking courses which list DRTL major as a prerequisite, you must:

- Complete all highlighted courses with a “C” or higher
- Establish and maintain a minimum 2.0 UNT GPA

**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
Life & Physical Sciences (6 hours)
- Required: MATH 1680 or DSCI 2710
- 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)
- Recommended: ECON 1100
Component Area Options (6 hours)
- Category I (3 hours): MDSE 2750 (double dip)
- Category II (3 hours): Select from any other core area

**FREE ELECTIVES (0-6 hours)**
Depends on individual degree plan; see advisor

**JOURNALISM (6 hours)**
JOUR 2000 Principles of Advertising & Public Relations
AND
JOUR 3040 Advertising Media and Mktg. Strategy
OR
JOUR 4270 Strategic Social Media

**BUSINESS (9 hours)**
ACCT 2010 Accounting Principles I
- (Core Math, ECON 1100 or concurrent)
MKTG 3650 Foundations of Marketing Practice
- (Jr standing)
LSCM 3960 Logistics & Supply Chain Mgmt.

**CMHT CORE (12 hours)**
CMHT 2790 Career Development
- (DRTL 2090 or concurrent)
CMHT 3950 Creating Consumer Experiences
CMHT 4750 Managing a Diverse Workforce
- (Sr Standing)
CMHT 4790 Internship in Digital Retailing
- (DRTL major; See catalog)

Total Credit Hours- 120

All CMHT, DRTL, HFMD, HMGT, MDSE, and RETL courses require a grade of C or higher.

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.