BS in Consumer Experience Management (CEXM) 2022-2023

- Total credit hours required = 120
- Minimum 2.0 GPA required for UNT, Overall, and Professional Field/Major GPAs
- A grade of C or higher is required for all CEXM, CMHT, DRTL, EDEM, FADM, HMGT, MDSE, and RETL courses
- All prerequisites must be successfully completed prior to enrollment in any course

**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: HMGT 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

**CMHT CORE (9 HOURS)**

- CMHT 3950  Creating Consumer Experiences
- CMHT 4750  Managing a Diverse Workforce *(Sr. standing)*
- CMHT 4790  Internship in Consumer Experience Mgmt. *(Sr. standing, MDSE 2790, and RETL 4330)*

**GENERAL ELECTIVES**
Depends on individual degree plan; see advisor.

**CONSUMER EXPERIENCE MANAGEMENT SPECIALIZATION (30 HOURS)**

- DRTL 2090  Introduction to Digital Retailing
- MDSE 2750  Consumers in a Global Market
- MDSE 2790  Talent Development
- MDSE 3750  Consumer Studies
- DRTL 3090  Consumer Engagement in Digital Channels *(Jr. standing)*
- RETL 4330  Consumer Analytics & Data Visualization *(MDSE 3750 or concurrent)*
- RETL 4880  Omnichannel Retail Strategy
- MDSE 3900  Branding & Promotion
- MDSE 4660  Advanced Application *(Sr. standing, and 18 hours completed with C or better in major)*
- MDSE 4850  Brand Development

**CONSUMER EXPERIENCE MGMT. APPLICATION (6 HOURS)**
Select 2 courses:

- EDEM 3240  Convention and Event Management
- HMGT 2800  Found. of International Travel & Tourism OR
- HMGT 2810  Intro to International Sustainable Tourism
- Any CMHT Study Tour

**INTERDISCIPLINARY CONCENTRATION (15-33 HOURS)**

See your academic advisor to determine your concentration area(s). Concentration could include disciplines such as Business Analytics, Communication Studies, Digital Retailing, Event Design & Experience Management, Home Furnishings Merchandising, Hospitality Management, Information Science, Journalism, Management, Marketing, Merchandising, Psychology, Sociology, and Sport Management.

**OPTIONAL MINORS & CERTIFICATES**

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