

BS in Consumer Experience Management (CEXM) 2022-2023



COLLEGE OF
MERCHANDISING,
HOSPITALITY
& TOURISM

- 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, HMG, 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: HMG 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

HMG 2800 Found. of International Travel & Tourism OR

HMG 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.