BS in Consumer Experience Management (CEXM) 2023-2024

- Total credit hours required = 120
- Minimum 2.0 GPA required for UNT, Overall, and 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 CEXM 4440)*

**GENERAL ELECTIVES**

Depends on individual degree plan, see advisor.

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

DRTL 2090  Introduction to Digital Retailing
DRTL 3090  Consumer Engagement in Digital Channels *(Junior standing)*
MDSE 2700  Excel for Industry
MDSE 2750  Consumers in a Global Market
MDSE 2790  Talent Development
MDSE 3900  Branding & Promotion
CEXM 3800  Consumer Psychology
CEXM 4440  Consumer Analytics & Data Visualization *(CEXM 3800)*
CEXM 4750  Consumer Experience Design *(CEXM 3800, CMHT 3950)*
CEXM 4880  Integrated Retail Strategy

**CONSUMER EXPERIENCE MGMT. APPLICATION (6 HOURS)**

Select two courses:

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

**INTERDISCIPLINARY CONCENTRATION (15 HOURS)**

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

**OPTIONAL MINORS & ACADEMIC CERTIFICATES**

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