

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.