

# BS in Consumer Experience Management (CEXM) 2023-2024



COLLEGE OF  
MERCHANDISING,  
HOSPITALITY  
& TOURISM

- 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 (24 HOURS)

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 (21 HOURS)

See 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
- Recreation, Event and Sport Management
- Sociology

## 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.*