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 (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.*