

CMHT MINORS

2024-2025



- All CMHT minors require a minimum grade of C or higher to be earned in each required course.
- To officially declare a minor, contact the academic advisor for your major.
- CMHT students cannot major and minor in the same discipline.

CONSUMER EXPERIENCE MANAGEMENT MINOR (18 HOURS)

Select 6 courses from the options below:

- **CEXM 3800** Consumer Psychology
- **CEXM 4440** Consumer Analytics & Data Visualization
- **CMHT 3950** Creating Consumer Experiences
- **MDSE 2700** Excel for Industry
- **MDSE 2750** Consumers in a Global Market
- **MDSE 3900** Branding and Promotion
- **MDSE 4560** Sustainable Strategies in Merchandising

DIGITAL RETAILING MINOR (18 HOURS)

- **DRTL 2090** Introduction to Digital Retailing
- **DRTL 2080** Digital Platforms & Website Dev.
- **DRTL 3090** Consumer Engagement in Digital Channels
- **DRTL 3190** Digital Retailing Strategies
- **DRTL 4070** Digital Retailing Analytics
- **Plus 1 from the following:**
 - **DRTL 3590** Digital Order Fulfillment & Customer Service Strategies
 - **DRTL 4000** Digital Study Tour
 - **DRTL 4090** Digital Merchandising

FURNISHINGS AND DÉCOR MERCHANDISING MINOR (18 HOURS)

- **MDSE 2490** Introduction to Merchandising
- **FADM 2380** Aesthetics & Environment
- **FADM 3355** Chronology of Styles & Trends
- **FADM 3405** Drawing & Planning
- **FADM 3570** Products & Processes
- **FADM 3410** CAD for Furnishings & Décor **OR**
FADM 4400 Capstone in Furnishings & Decor

ALTERNATIVE VERSION FOR INTERIOR DESIGN MAJORS:

- **MDSE 2490** Introduction to Merchandising
- **FADM 2655** Textiles for Home Furnishings
- **FADM 3355** Chronology of Styles & Trends
- **FADM 3410** CAD for Furnishings & Decor
- **FADM 3570** Products & Processes
- **FADM 4400** Capstone in Furnishings & Decor

HOSPITALITY MANAGEMENT MINOR (18 HOURS)

- **HMGT 1450** Principles of Nutrition
- **HMGT 1470** Principles of Food Preparation
- **HMGT 1500** Orientation to the Hospitality Industry
- **HMGT 2800** Found. of Int'l Travel & Tourism **OR** **HMGT 2810** Intro to Int'l Sustainable Tourism
- Plus two from the following list:
 - **CMHT 4000** Any HETM Study Tour
 - **CMHT 4750** Managing a Diverse Workforce
 - **EDEM 3240** Convention and Event Mgmt.
 - **HMGT 3260** Resort and Club Mgmt.
 - **HMGT 3700** Hotel Operations
 - **HMGT 3920** Recent Developments in Hosp.
 - **HMGT 4300** Survey of Beverages

MERCHANDISING MINOR (18 HOURS)

- **MDSE 2350** Trend Analysis & Forecasting
- **MDSE 2490** Introduction to Merchandising
- **MDSE 3370** Social Psych. of Dress & Appearance
- **MDSE 4010** Global Sourcing
- **DRTL 3090** Consumer Engagement in Digital Channels
- Select 1 from the following:
 - **MDSE 2750** Consumers in a Global Market
 - **CEXM 3800** Consumer Psychology