

BS in Digital Retailing (DRTL) 2024-2025



- Total credit hours required = 120
- Minimum 2.0 GPA required for UNT, Overall, and Professional Field/Major GPAs
- A grade of C or higher is required for all courses in the CMHT Core, DRTL Major, and Major Electives
- 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; *Recommended: ECON 1100*
- 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 Digital Retailing
(*Sr. standing, MDSE 2790, and DRTL 4070*)

BUSINESS COURSES (6 HOURS)

- ACCT 2010 Accounting Principles I
(*Core Math, ECON 1100 or concurrent*)
- MKTG 3651 Foundations of Marketing Practice for
Non-Business Majors

GENERAL ELECTIVES

Depends on individual degree plan, see advisor.

OPTIONAL MINORS & ACADEMIC CERTIFICATES

It is possible to earn a minor or academic certificate(s) within your major and general electives area. Contact your advisor for details.

DIGITAL RETAILING MAJOR (36 HOURS)

- DRTL 2090 Introduction to Digital Retailing
- DRTL 2080 Digital Platforms and Web Site Development
- DRTL 3090 Consumer Engagement in Digital Channels
(*Jr. standing*)
- DRTL 3190 Digital Retailing Strategies (*DRTL 2090*)
- DRTL 3590 Digital Order Fulfillment &
Customer Service Strategies (*Jr. standing*)
- DRTL 4070 Retail Web Analytics
(*DRTL 2090, MDSE 2700, Jr. standing*)
- DRTL 4090 Digital Merchandising (*DRTL 2090, 2080*)
- DRTL 4370 Digital Retailing Analytics: Tools & Insights
(*Jr. standing*)
- MDSE 2700 Excel for Industry
- MDSE 2750 Consumers in a Global Market
- MDSE 2790 Talent Development
- MDSE 4660 Advanced Application
(*Sr. standing and 18 hours completed in major including MDSE 2700*)

MAJOR ELECTIVES (18 HOURS)

Select six courses:

- CEXM 3800 Consumer Psychology
- CMHT 2560 Food Retailing
- CMHT 3450 Effective Leadership Communication
- CMHT 4800 Seminar in Merchandising, Hospitality & Tourism
(*Jr. standing*)
- DRTL 4000 Digital Study Tour (*Consent of dept.*)
- HMGT 3300 Marketing & Sales in the Hospitality Industry
- MDSE 3400 Luxury Fashion Retailing
- MDSE 3510 Buying
(*C or better in Core Math, ACCT 2010, and MDSE 2700*)
- MDSE 3880 Profit-Centered Retailing
(*DRTL 2090 and MDSE 2700*)
- MDSE 3900 Branding & Promotion
- MDSE 4001 New York Study Tour (*DRTL 2090, consent of dept.*)
- MDSE 4002 Dallas Study Tour (*DRTL 2090, consent of dept.*)
- MDSE 4004 Europe Study Tour (*DRTL 2090, consent of dept.*)
- MDSE 4010 Global Sourcing (*Jr. standing*)
- MDSE 4080 Retail Start-Up (*Any MATH or ACCT course*)
- MDSE 4510 Advanced Buying, Planning & Allocation
(*MDSE 3510*)
- MDSE 4560 Sustainable Strategies in Merchandising
(*Jr. standing*)
- MGMT 4210 E-Management: Managing in a Digital
Economy