ALL CEXM, CMHT, DRTL, HFMD, HMGT, MDSE, and RETL courses require a grade of C or higher. 2.0 minimum GPA required for UNT, Overall, and Professional Field/Major GPAs.

**UNIVERSITY CORE (42 hours)**
See approved University Core list for options
Communication (6 hours)
  - ENGL 1310 and ENGL 1320
Mathematics (3 hours)
  - Required: MATH 1680 or DSCI 2710
Life & Physical Sciences (6 hours)
  - See approved list
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)
  - Recommended: ECON 1100
Component Area Options (6 hours)
  - Option A (3 hours): MDSE 2750 (double dip)
  - Option A/B (3 hours): JOUR 2000 (double dip)

**GENERAL ELECTIVES (9-12 hours)**
Depends on individual degree plan; see advisor

**JOURNALISM (6 hours)**
JOUR 2000  Principles of Advertising & PR
AND
JOUR 3040  Advertising Media Strategy
JOUR 4270  Strategic Social Media

**BUSINESS (6 hours)**
ACCT 2010  Accounting Principles I
  (Core Math, ECON 1100 or concurrent)
MKTG 3650  Foundations of Marketing Practice
  (Jr standing)

**CMHT CORE (12 hours)**
CMHT 2790  Career Development
  (DRTL 2090 or concurrent)
CMHT 3950  Creating Consumer Experiences
CMHT 4750  Managing a Diverse Workforce
  (Sr standing)
CMHT 4790  Internship in Digital Retailing
  (CMHT 2790, MDSE 3510, plus 24 additional hours in major including DRTL 4070)

**DIGITAL RETAILING SPECIALIZATION (36 hours)**
DRTL 2090  Introduction to Digital Retailing
DRTL 2080  Digital Platforms and Web Site Development in Digital Retailing
DRTL 3090  Consumer Engagement in Digital Channels (Jr standing)
DRTL 3190  Digital Retailing Strategies (DRTL 2090)
DRTL 4070  Digital Retail Analytics
  (DRTL 2080, 2090, and MDSE 3510 or concurrent)
DRTL 4090  Digital Merchandising (DRTL 2080 and 2090)
MDSE 2750  Consumers in a Global Market
MDSE 3510  Profit Centered Merchandising
  (C or better in Core MATH and ACCT 2010)
MDSE 3750  Consumer Studies
MDSE 4010  Global Sourcing (DRTL 2090)
MDSE 4660  Advanced Application
  (DRTL 2090, MDSE 3510, 3750, plus 9 additional hours in major)
RETL 3880  Profit-Centered Retailing
  (RETL 2550, MDSE 3510, and MDSE 3750 or concurrent)

**RETL ELECTIVES (Select 12 hours):**
CMHT 4800  Discovery: Research in Merchandising & Hospitality Management
  (Advanced standing in the major, GPA of 2.75)
DRTL 4000  Digital Study Tour for MDR (DRTL 2090, approval of application)
HFMD 2400  Introduction to the Furniture Industry (FALL ONLY)
HFMD 2655  Textiles for Home Furnishings (FALL ONLY)
HFMD 3570  Decorative Accessories Merchandising (FALL ONLY)
HMGT 2800  Foundations of International Travel and Tourism
  (OR)
HMGT 3300  Hospitality Industry Marketing and Sales (HMGT 1500 or concurrent)
HMGT 3920  Recent Developments in the Hospitality Industry
MDSE 2350  Trend Analysis and Forecasting
MDSE 2650  Textiles for Apparel
MDSE 3250  Product Development (MDSE 2350 and 2650)
MDSE 4001  New York Study Tour for MDR
  (DRTL 2090, approval of application)
MDSE 4002  Dallas Study Tour for MDR (DRTL 2090, approval of application)
MDSE 4003  Global Discovery: Hong Kong/China
  (DRTL 2090, approval of application)
MDSE 4004  Global Discovery: Europe
  (DRTL 2090, Jr standing, and approval of application)
MDSE 4510  Advanced Buying, Planning & Allocation (MDSE 3510)
MDSE 4560  Sustainable Strategies in Merchandising (DRTL 2090)
RETL 2550  Retailing Principles
RETL 3950  Visual Merchandising and Promotion (MDSE 3750 or concurrent)
RETL 4330  Consumer Analytics and Data Visualization (MDSE 3750)
RETL 4850  Brand Development (DRTL 2090, plus 9 additional hours in major)
RETL 4880  Omni-Channel Retail Strategy (DRTL 2090, 3090, MDSE 3750)

Total Credit Hours - 120
All prerequisites must be successfully completed prior to enrollment in any course.

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**Important course sequence:**

MATH 1680 / DSCI 2710  →  ACCT 2010  →  MDSE 3510  →  MDSE 4660
DRTL 4070  →  CMHT 4790