BS in Digital Retailing (DRTL)
2020-2021

UNT | COLLEGE OF MERCHANDISING, HOSPITALITY & TOURISM

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
Core Option Courses (6 hours)
Option A (3 hours): MDSE 2750 (double dip)
Option A/B (3 hours): JOUR 2000 (double dip)

GENERAL ELECTIVES (6-12 hours)
Depends on individual degree plan; see advisor

JOURNALISM (6 hours)

JOUR 2000 Principles of Advertising & PR
AND
JOUR 3040 Advertising Media Strategy **OR**
JOUR 4270 Strategic Social Media

BUSINESS (6 hours)

ACCT 2010 Accounting Principles I
(Core Math, ECON 1100 or concurrent)

MKTG 3650/3651 Foundations of Marketing

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 add'l hrs 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 2090)*
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
(DRTL 2090, MDSE 3510, and MDSE 3750 or concurrent)

DRTL ELECTIVES (12 hours)
SELECT 4 COURSES:

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 2810 Intro to International Sustainable Tourism
HMGT 3300 Hospitality Industry Marketing and Sales
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 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.

Important course sequence:

MATH 1680 / DSCI 2710 → ACCT 2010 → MDSE 3510 → RETL 3880
MDSE 4660
CMHT 4790