

BS in Digital Retailing (DRTL) 2021-2022



- 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 CEXM, CMHT, DRTL, EDEM, HFMD, HMG, 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: HMG 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): *JOUR 2000 (double dip)*

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 RETL 3880*)

JOURNALISM COURSES (6 HOURS)

JOUR 2000 Principles of Advertising & Public Relations

JOUR 3040 Advertising Media Strategy OR

JOUR 4270 Strategic Social Media

BUSINESS COURSES (6 HOURS)

ACCT 2010 Accounting Principles I

(*Core Math, ECON 1100 or concurrent*)

MKTG 3651 Foundations of Marketing Practice

GENERAL ELECTIVES

Depends on individual degree plan; see advisor.

OPTIONAL MINORS & CERTIFICATES

- Consumer Experience Management Minor
- Transformational Leadership Certificate

These minors and certificates are possible to earn within the requirements of this program, pending selection of the appropriate courses. Contact your advisor for more details.

DIGITAL RETAILING SPECIALIZATION (33 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 4070 Digital Retail Analytics (*DRTL 2090*)

DRTL 4090 Digital Merchandising (*DRTL 2090, 2080*)

MDSE 2750 Consumers in a Global Market

MDSE 2790 Talent Development

MDSE 3750 Consumer Studies

MDSE 4660 Advanced Application (*Sr. standing, and 18 hours completed with C or better in major*)

RETL 3880 Profit-Centered Retailing (*DRTL 2090, and proof of Excel proficiency*)

MAJOR ELECTIVES (9 HOURS)

Select 3 courses:

CMHT 2560 Food Retailing

CMHT 3450 Effective Leadership Communication

CMHT 4800 Seminar in Merchandising, Hospitality & Tourism
(*Jr. standing*)

DRTL 4000 Digital Study Tour (*DRTL 2090, approval of app*)

HFMD 2400 Introduction to the Furniture Industry (FALL ONLY)

HFMD 3570 Decorative Accessories (FALL ONLY)

HMG 2800 Foundations of International Travel & Tourism OR

HMG 2810 Intro to International Sustainable Tourism

HMG 3300 Marketing & Sales in the Hospitality Industry

HMG 3920 Recent Developments in the Hospitality Industry

MDSE 2350 Trend Analysis and Forecasting

MDSE 2650 Textiles for Apparel

MDSE 3510 Profit-Centered Merchandising (*C or better in Core Math, ACCT 2010, and proof of Excel proficiency*)

MDSE 4001 New York Study Tour (*DRTL 2090, approval of app*)

MDSE 4002 Dallas Study Tour (*DRTL 2090, approval of app*)

MDSE 4004 Europe Study Tour (*DRTL 2090, approval of app*)

MDSE 4010 Global Sourcing (*DRTL 2090*)

MDSE 4250 Product Development (*MDSE 2350, 2650*)

MDSE 4510 Advanced Buying, Planning & Allocation
(*MDSE 3510*)

MDSE 4560 Sustainable Strategies in Merchandising
(*DRTL 2090*)

RETL 2550 Retailing Principles

RETL 3950 Visual Merchandising & Promotion
(*MDSE 3750 or concurrent*)

RETL 4330 Consumer Analytics & Data Visualization
(*MDSE 3750*)

RETL 4850 Brand Development (*DRTL 2090*)

RETL 4880 Omnichannel Retail Strategy
(*DRTL 2090, 3090, MDSE 3750*)