

BS in Digital Retailing (DRTL) 2022-2023



- 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, FADM, 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 DRTL 4070*)

JOURNALISM COURSES (6 HOURS)

JOUR 2000 Principles of Advertising & Public Relations

JOUR 3040 Advertising Media Strategy

(*JOUR 2000, and consent of department*)

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 3590 Digital Order Fulfillment &
Customer Service Strategies (*Jr. standing*)

DRTL 4070 Retail Web Analytics (*DRTL 2090*)

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

DRTL 4370 Digital Retailing Analytics: Tools & Insights
(*DRTL 4070*)

MDSE 2750 Consumers in a Global Market

MDSE 2790 Talent Development

MDSE 4660 Advanced Application

(*Sr. standing, and 18 hours completed in major*)

MAJOR ELECTIVES (12 HOURS)

Select 4 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*)

HMG 3300 Marketing & Sales in the Hospitality Industry

MDSE 3510 Buying (*C or better in Core Math, ACCT 2010, and proof of
Excel proficiency*)

MDSE 3750 Consumer Studies

MDSE 3900 Branding & Promotion

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 (*Jr. standing*)

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

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

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

RETL 4080 Retail Start-Up (*DRTL, 2090, MDSE 2490, or DRTL 2080,
and any MATH or ACCT course*)

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