BS in Digital Retailing (DRTL)  
2023-2024

- 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, HMGT, 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: 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/Poliical 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.

**DIGITAL RETAILING SPECIALIZATION (36 HOURS)**

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
</tr>
</thead>
<tbody>
<tr>
<td>DRTL 2090</td>
<td>Introduction to Digital Retailing</td>
</tr>
<tr>
<td>DRTL 2080</td>
<td>Digital Platforms and Web Site Development</td>
</tr>
<tr>
<td>DRTL 3090</td>
<td>Consumer Engagement in Digital Channels <em>(Jr. standing)</em></td>
</tr>
<tr>
<td>DRTL 3190</td>
<td>Digital Retailing Strategies <em>(DRTL 2090)</em></td>
</tr>
<tr>
<td>DRTL 3590</td>
<td>Digital Order Fulfillment &amp; Customer Service Strategies <em>(Jr. standing)</em></td>
</tr>
<tr>
<td>DRTL 4070</td>
<td>Retail Web Analytics <em>(DRTL 2090, Jr. standing)</em></td>
</tr>
<tr>
<td>DRTL 4090</td>
<td>Digital Merchandising <em>(DRTL 2090, 2080)</em></td>
</tr>
<tr>
<td>DRTL 4370</td>
<td>Digital Retailing Analytics: Tools &amp; Insights <em>(DRTL 4070)</em></td>
</tr>
<tr>
<td>MDSE 2700</td>
<td>Excel for Industry</td>
</tr>
<tr>
<td>MDSE 2750</td>
<td>Consumers in a Global Market</td>
</tr>
<tr>
<td>MDSE 2790</td>
<td>Talent Development</td>
</tr>
<tr>
<td>MDSE 4660</td>
<td>Advanced Application <em>(Sr. standing, and 18 hours completed in major)</em></td>
</tr>
</tbody>
</table>

**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 *(Sr. standing)*
- DRTL 4000 Digital Study Tour *(DRTL 2090, approval of app)*
- HMGT 3300 Marketing & Sales in the Hospitality Industry
- MDSE 3510 Buying *(C or better in Core Math, ACCT 2010, and proof of Excel proficiency)*
- 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 *(Sr. standing)*
- MDSE 4510 Advanced Buying, Planning & Allocation *(MDSE 3510)*
- MDSE 4560 Sustainable Strategies in Merchandising *(DRTL 2090)*
- MGMT 4210 E-Management: Managing in a Digital Economy
- RETL 3880 Profit-Centered Retailing *(DRTL 2090, and proof of Excel proficiency)*

**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.*