

# CMHT UNDERGRADUATE ACADEMIC CERTIFICATES (MDR) 2024-2025



- All certificates require a minimum grade of C or higher to be earned in each required course.
- All courses required for an undergraduate academic certificate must be completed in residence at UNT.
- To officially declare a certificate, contact the CMHT Advising Office.

## **CREATIVE ECONOMY (12 HOURS)**

*This certificate is designed to enable students to explore the creative aspects of the retail industry culminating with a study tour to the fashion capitals of either Europe or NY.*

- **MDSE 2350** Trend Analysis & Forecasting
- **MDSE 3350** History of Fashion **OR**  
**MDSE 3370** Social Psychology of Dress & Appearance
- **MDSE 3900** Branding & Promotion
- **MDSE 4001, 4002, or 4004** Any MDR Study Tour

## **DIGITAL INSIGHTS (12 HOURS)**

*This certificate is designed to provide an overview of the digital retail industry. Students will gain a working knowledge of how the industry is constantly evolving to better meet the needs of the changing consumer.*

- **DRTL 2090** Introduction to Digital Retailing
- **DRTL 3090** Consumers Engagement in Digital Channels
- **DRTL 3190** Digital Retailing Strategies
- **DRTL 3590** Digital Fulfillment & Customer Service Strategies

## **FASHION BUYING (12 HOURS)**

*This certificate allows students to gain a better understanding of the buying process and provides the necessary skills to enter into a buying career.*

Select 4 courses from the following:

- **MDSE 2350** Trend Analysis & Forecasting
- **MDSE 3510** Buying
- **MDSE 4010** Global Sourcing
- **MDSE 4250** Product Development
- **MDSE 4510** Advanced Buying, Planning and Allocation

## **FASHION ENTREPRENEURSHIP (12 HOURS)**

*This certificate is designed to help you create the career of your dreams. Coursework enables students to gain knowledge and help them understand various facets of creating a brand.*

- **DRTL 2080** Digital Platforms and Web Site Development
- **DRTL 3090** Consumer Engagement in Digital Channels
- **MDSE 3900** Branding & Promotion
- **MDSE 4080** Retail Start-Up

## **GLOBAL FASHION BRAND MGMT (12 HOURS)**

*This certificate is designed to provide students with the knowledge and skills to manage a global brand. Students will engage in coursework which will provide them with insight into global brands and can culminate with a study tour to Europe.*

- **MDSE 2350** Trend Analysis & Forecasting
- **MDSE 2750** Consumers in a Global Market
- **MDSE 4010** Global Sourcing
- Select 1 from the following:
  - **MDSE 3900** Branding & Promotion
  - **MDSE 4250** Product Development
  - **MDSE 4004** Global Discovery: Europe

## **OMNICHANNEL STRATEGY (12 HOURS)**

*The certificate provides a framework for analysis of business models of emerging and successful brands. Courses will provide insight into a consumer's path to purchase - right from channel selection to fulfillment and the role of digital retailing strategies such as social media.*

- **CEXM 4880** Integrated Retail Strategy
- **DRTL 3090** Consumers Engagement in Digital Channels
- **DRTL 3590** Digital Fulfillment & Customer Service Strategies
- **DRTL 4370** Digital Retailing Analytics Tools & Insights

## **TRANSFORMATIONAL LEADERSHIP (12 HOURS)**

*This certificate offers advanced levels of professional achievement. The coursework supports skill development in communication, team building, corporate culture, change management, conflict resolution, ethics, and workplace diversity.*

- **MDSE 2790** Talent Development **OR**  
**HMG 3860** Foundations in Leading Hospitality Organizations & Talent
- **CMHT 3450** Effective Leadership Communication
- **CMHT 4750** Managing a Diverse Workforce
- **CMHT 4800** Seminar in Merchandising, Hospitality & Tourism