CMHT UNDERGRADUATE ACADEMIC CERTIFICATES (MDR)
2025-2026

UNT | COLLEGE OF MERCHANDISING, HOSPITALITY & TOURISM

- All certificates require a minimum grade of C or higher 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.

CONSUMER ANALYTICS (12 HOURS)
This certificate is designed to provide skills needed to analyze and interpret consumer data, driving strategic decision-making in the retail industry. Students will learn to use analytic tools like Excel, Tableau, and Power BI to uncover valuable insights into consumer behavior.

- **MDSE 2700** Excel for Industry
- **DBUS 3290** Customer-Centric Retailing with Digital CRM
- **ICON 3800** Consumer Psychology
- **ICON 4440** Consumer Analytics & Data Visualization
  - **DBUS majors can sub DBUS 4370**

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) – *DBUS MAJORS NOT ELIGIBLE*
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.

- **DBUS 2050** Introduction to Digital Retailing
- **DBUS 3090** Digital Channel Strategies
- **DBUS 3190** Digital Retail Mktg. Campaigns **OR** **DBUS 3290** Customer-Centric Retailing with Digital CRM
- **DBUS 4370** Digital Retailing Analytics: Tools & Insights

FASHION BUYING (12 HOURS) – *MDSE MAJORS NOT ELIGIBLE*
This certificate allows students to gain a better understanding of the buying process and provides the necessary skills to enter a buying career.

- **MDSE 3510** Buying
- Select 3 courses from the following:
  - **MDSE 2350** Trend Analysis & Forecasting
  - **MDSE 3400** Luxury Fashion Retailing
  - **MDSE 4010** Global Sourcing
  - **MDSE 4250** Product Development

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.

- **DBUS 2080** E-commerce Platform Development in Digital Retailing
- **DBUS 3090** Digital Channel Strategies
- **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:
  - **ICON 3800** Consumer Psychology
  - **MDSE 3400** Luxury Fashion Retailing
  - **MDSE 4004** Global Discovery: Europe

LEADERSHIP IN SUSTAINABLE FOOD & FIBER (12 HOURS)
Through a combination of coursework and experiential learning, students gain insight into the complexities of the food and fiber supply chains and learn how to implement sustainable practices to enhance productivity while minimizing environmental impact.

- **CMHT 4001** Global Discovery: Sustainable Food & Fiber
- **CMHT 3450** Effective Leadership Communication
- **CMHT 4750** Managing a Diverse Workforce
- **CMHT 4801** Seminar in Leadership

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** **HMGT 3860** Foundations in Leading Hospitality Organizations & Talent
- **CMHT 3450** Effective Leadership Communication
- **CMHT 4750** Managing a Diverse Workforce
- **CMHT 4801** Seminar in Leadership