

BS IN DIGITAL RETAILING DEGREE IN THREE ACADEMIC MAP

2021-2022 CATALOG YEAR

This three-year plan provides a model for on-time completion of this UNT program. See the current Undergraduate Catalog for course prerequisites. Course availability at UNT is subject to change, and the plan shown below may change based on updates to UNT's course offerings.

Assuming earned credit for 30 hours in the following UNT Courses (TCCNS Courses) upon admission to UNT:

UNT Courses	Hrs.
ENGL 1310 (ENGL 1301)	3
ENGL 1320 (ENGL 1302)	3
HIST 2610 (HIST 1301)	3
HIST 2620 (HIST 1302)	3
PSCI 2305 (GOVT 2305)	3
PSCI 2306 (GOVT 2306)	3
MATH 1680 (MATH 1342/2342)	3
ACCT 2010 (ACCT 2301/2401)	3
Life & Physical Sciences Core – see approved list	3
Life & Physical Sciences Core – see approved list	3
Total hours	30

Year 1 at UNT:

FALL	Hrs.	SPRING	Hrs.
DRTL 2090 Introduction to Digital Retailing	3	DRTL 2080 Digital Platforms & Website Development in DRTL	3
JOUR 2000 Principles of Advertising & Public Relations	3	MDSE 3510 Profit-Centered Merchandising	3
MDSE 2750 Consumers in a Global Market (online) (Double Dip: Component Area Option Core)	3	MDSE 3750 Consumer Studies	3
Creative Arts Core – see approved list	3	Social & Behavioral Science Core – ECON 1100 recommended	3
Language, Philosophy & Culture Core – see approved list	3	Component Area Option Core – see approved list	3
Total hours	15	Total hours	15

Year 2 at UNT

FALL		Hrs.	SPRING		Hrs.
DRTL 3090 Consumer Engagement in Digital Channels		3	DRTL 3190 Digital Retailing Strategies		3
DRTL Elective – see approved list		3	DRTL Elective – see approved list		3
DRTL Elective – see approved list		3	MDSE 4010 Global Sourcing (online)		3
MKTG 3650 Foundations of Marketing Practice		3	JOUR 3040 Advertising Media and Marketing Strategy OR JOUR 4270 Strategic Social Media		3
CMHT 2790 Career Development		3	RETL 3880 Profit-Centered Retailing		3
<i>Total hours</i>		<i>15</i>	<i>Total hours</i>		<i>15</i>

Year 3 at UNT:

FALL		Hrs.	SPRING		Hrs.
MDSE 4660 Advanced Applications		3	CMHT 4790 Internship*		3
DRTL 4070 Digital Retail Analytics		3	CMHT 3950 Creating Consumer Experiences (online)		3
DRTL 4090 Digital Merchandising		3	CMHT 4750 Managing a Diverse Workforce (online)		3
DRTL Elective – see approved list		3	General Elective		3
LSCM 3960 Logistics & Supply Chain Management		3	General Elective		3
<i>Total hours</i>		<i>15</i>	<i>Total hours</i>		<i>15</i>

* It is recommended to complete at least 9 hours over the summer semesters in order to be able to complete the senior internship requirement in the final semester without several other courses concurrently. Students may not enroll in more than three additional classes during the semester in which they complete their internship.

For additional program information visit www.cmht.unt.edu/advising, or contact the CMHT Advising Office at (940)565-4635.