



BUSINESS

**Associate of Arts OR Associate of Science
to
Bachelor of Science in Consumer Experience Management
Guided Pathway
Effective for the 2019-2020 catalog¹**











First Year – Brookhaven, Cedar Valley, Eastfield, El Centro, Mountain View, North Lake, and Richland College²

FIRST SEMESTER	SECOND SEMESTER
C ENGL 1301 – Composition I (010)	C ENGL 1302 – Composition II (010)
C Mathematics Elective (020)	C Life and Physical Sciences Elective (030)
C SPCH 1311 – Introduction to Speech Communication (090) OR C SPCH 1315 – Public Speaking (090) OR C SPCH 1321 – Business and Professional Communication (090)	C Language, Philosophy and Culture Elective* (040)
C HIST 1301 – United States History I (060)	C HIST 1302 – United States History II* (060)
Elective+ (3 Hours)	Elective+ (3 Hours)

Total Semester Hours: 15

Total Semester Hours: 16

Second Year – Brookhaven, Cedar Valley, Eastfield, El Centro, Mountain View, North Lake, and Richland College

It's best to apply to UNT Frisco a full semester before you plan to transfer. It will help if you submit a copy of this pathway with your application.

FIRST SEMESTER	SECOND SEMESTER
C GOVT 2305 – Federal Government (070)	C GOVT 2306 – Texas Government (070)
C Life and Physical Sciences Elective (030)	C Creative Arts Elective* (050)
C Social and Behavioral Sciences Elective* (080)	Elective+ (3 Hours)
Elective+ (3 Hours)	Elective+ (3 Hours)
Elective+ (3 Hours)	C PHED 1164 – Introduction to Physical Fitness and Wellness (090)

Total Semester Hours: 16

Total Semester Hours: 13

Associate of Arts OR Associate of Science (60 hours)

You will need to apply for the associate's degree at your community college. Contact your advisor there for more information.

Third Year Courses – University of North Texas at Frisco

Students must fulfill UNT admissions requirements which can be found on the UNT website.

FIRST SEMESTER	SECOND SEMESTER
DRTL 2090 Introduction to Digital Retailing	DRTL 3090 Consumer Engagement in Digital Channels
MDSE 2750 Consumers in a Global Market (Online course)	RETL 4330 Consumer Analytics and Data Visualization
MDSE 3750 Consumer Studies	HMGT 2800 Foundations of International Travel and Tourism
CMHT 2790 Career Development	RESM 1950 Foundations of Recreation, Event, and Sport Professions**
RESM 4050 Management Perspectives in Recreation, Event and Sport Industries**	RESM 2150 Leadership in Recreation, Event and Sport Management**

Total Semester Hours: 15

Total Semester Hours: 15

SUMMER SEMESTER

CMHT 3950 Creating Consumer Experiences (Online course)
CMHT 4750 Managing a Diverse Workforce (Online course)
RESM 4900 Special Problems: Sport and Event Marketing, Sponsorship and Sales**

Total Semester Hours: 9

Fourth Year Courses – University of North Texas at Frisco

FIRST SEMESTER	SECOND SEMESTER
MDSE 4660 Advanced Applications	CMHT 4790 Internship
RETL 4850 Brand Development	HMGT 3240 Special Event Management
RETL 4880 Omni-channel Retail Strategy	
RETL 3950 Visual Merchandising & Promotion	
RESM 4900 Special Problems: Sport, Entertainment and Events in the Experience Economy**	

Total Semester Hours: 15

Total Semester Hours: 6

Bachelor of Science in Consumer Experience Management³

This is not an official degree plan. Check with an advisor; degree plans may change in later catalogs.

Part-time students may also follow this sequence. Developmental coursework may be required.

¹ You may use this pathway if you entered one of the seven colleges on or before this date.

² Students must earn at least 25% of the credit hours (15 hours) required for graduation through instruction by one of the seven colleges of the DCCCD awarding the degree.

³ The guided pathway shown in this example includes an interdisciplinary concentration in Sport Management. Another interdisciplinary concentration could be selected in consultation with your advisor.

C This course counts for the Core Curriculum at any public college or university in Texas.

* There are several options to fulfill this requirement. See your academic advisor for a specific list.

+ Elective courses should be selected according to the intended university you will transfer to. See your academic advisor for assistance with course selection. Also, the electives you choose will affect whether you earn an AA or AS degree.

** You may take a different Interdisciplinary concentration or substitute other courses within this concentration. See you advisor to develop an appropriate plan.

You must earn a grade of "C" or better in English 1301, the selected college-level mathematics course, all courses in the CEXM major, and receive a GPA of at least 2.00 on all college-level course work.

APPROVED BY UNT FRISCO 10/18/19; APPROVED BY CM 10/25/19



**Dallas County
Community College District**

For questions about the Consumer Experience Management major in Frisco, contact
UNT at Frisco Generalist Academic Advising at (972) 668-7100 or UNTFrisco.Advising@unt.edu.