



**AA/AS General Studies to  
Bachelor of Science in  
Consumer Experience Management  
Guided Pathway**  
Effective beginning with the 2019-2020 catalog



**First Year - Collin College**

(Developmental coursework may be required.)

FIRST SEMESTER	SECOND SEMESTER
ENGL 1301 Composition I	ENGL 1302 Composition II (or ENG 2311)
Mathematics (see list below) – 3 hours	Life/Physical Science (see list below) – 4 hours
Speech (see list below) – 3 hours	Lang, Phil, & Culture (see list below) - 3 hours
History (see list below) – 3 hours	History (see list below) – 3 hours
<required elective> - 3 hours	<required elective> - 3 hours
15 credit hours	16 credit hours

**Second Year - Collin College**

Apply to UNT a full semester before you plan to transfer, providing a copy of this pathway document is recommended.

FIRST SEMESTER	SECOND SEMESTER
GOVT 2305 Federal Government	GOVT 2306 Texas Government
Life/Physical Science (see list below) – 4 hours	Creative Arts (see list below) – 3 hours
Social/Behavioral Science (see list below) -3 hours	<required elective> - 3 hours
<required elective> - 3 hours	<required elective> - 3 hours
<required elective> - 3 hours	Elective – (see list below) - 1 to 3 hours
16 credit hours	13-15 credit hours

**AA in General Studies**

Contact your advisor at Collin College for information about applying for your Associates degree.

**Third Year – University of North Texas at Frisco**

Students must fulfill University of North Texas admissions requirements which can be found on the University of North Texas website.

FIRST SEMESTER	SECOND SEMESTER
DRTL 2090 Introduction to Digital Retailing (3 CH)	DRTL 3090 Consumer Engagement in Digital Channels (3 CH)
MDSE 2750 Consumers in a Global Market (3 CH) – Online course	RETL 4330 Consumer Analytics and Data Visualization (3 CH)
MDSE 3750 Consumer Studies (3 CH)	HMG 2800 Foundations of International Travel and Tourism (3 CH)
CMHT 2790 Career Development (3 CH)	*RESM 1950 Foundations of Recreation, Event, and Sport Professions (3 CH)
*RESM 4050 Management Perspectives in Recreation, Event and Sport Industries (3 CH)	*RESM 2150 Leadership in Recreation, Event and Sport Management (3 CH)
15 credit hours	15 credit hours

**SUMMER SEMESTER**

CMHT 3950 Creating Consumer Experiences (3 CH) – Online course
CMHT 4750 Managing a Diverse Workforce (3 CH) – Online course
*RESM 4900 Special Problems: Sport and Event Marketing, Sponsorship and Sales (3 CH)
9 credit hours

**Fourth Year – University of North Texas at Frisco**

FIRST SEMESTER	SECOND SEMESTER
MDSE 4660 Advanced Applications (3 CH)	CMHT 4790 Internship in Merchandise and Hospitality Management (3 CH)
DRTL 4860 Digital Branding in Practice (3 CH)	HMG 3240 Special Event Management (3 CH)
RETL 4880 Omni Channel Retail Strategy (3 CH)	
RETL 3950 Visual Merchandising & Promotion (3 CH)	
*RESM 4900 Special Problems: Sport, Entertainment and Events in the Experience Economy (3 CH)	
15 credit hours	6 credit hours

UNT - This is not an official degree plan. Check with an advisor; degree plans may change in later catalogs.  
UNT at Frisco course rotation subject to change.

**Collin College -**

**Mathematics** – AS degree MUST choose TWO from: MATH 1314, 1414, 1316, 1342, 2305, 2318, 2320, 2412, 2413, 2414, 2415. AA degree may choose ONE from above or ONE from: MATH 1324, 1325, 1332, 1350, 1351

**Speech** – choose one from: SPCH 1311, 1315, or 1321

**Life & Physical Sciences** – choose two from: BIOL 1406, 1407, 1414, 1415, 2401, 2402, 2406, 2416, 2421, CHEM 1411, 1412, 2423, 2425, ENVR 1401, 1402, GEOL 1403, 1404, PHYS 1401, 1402, 2425, 2426. (AA and degree may also choose from: BIOL 1408, 1409, 2404, 2420, CHEM 1405, GEOL 1401, 1402, 1445, 1447, PHYS 1403, 1404, 1405, 1410, 1415, 1417)

**History** – choose two from: HIST 1301, 1302, 2301

**Language, Philosophy, & Culture** - choose one from: ENGL 2322, 2323, 2327, 2328, 2332, 2333, 2342, 2343, HIST 2311, 2312, 2321, 2322, HUMA 1301, PHIL 1301, 1304, 2303, 2306, 2307, 2321

**Creative Arts** - choose one from: ARTS 1301, 1303, 1304, 1313, DANC 2303, DRAM 1310, 2361, 2362, 2366, MUSI 1306, 1307, 1310

**Social and Behavioral Sciences** – choose one from: ANTH 2302, 2346, 2351, ECON 2301, 2302, PSYC 2301, SOCI 1301, 1306

**Elective** – choose one from: EDUC 1300, KINE 1164, 1304, 1338, OR any core course not used to meet other requirements. (AS degree may use this for the second math course)

**Required Electives** - choose at least 18 hours from one or multiple areas of choice or a Field of Study. (AS degree may use this for the second math course.)

**BS Consumer Experience Management**

Contact the UNT at Frisco Transfer Generalist Academic Advising Office at (972) 668-7100 or UNTFrisco.Advising@unt.edu.