

**AA - Liberal Arts (Multidisciplinary Studies) OR Undeclared to  
Bachelor of Science majoring in Consumer Experience Management  
Guided Pathway  
Effective for the 2019 - 2020 Catalog**

**First Year – Del Mar College**

FIRST SEMESTER		SECOND SEMESTER	
°ENGL 1301 Composition I		°ENGL 1302 Composition II	
°HIST 1301 United States History I		°HIST 1302 United States History II	
OR		OR	
°HIST 2327 Mexican American History I (To the United States-Mexico War Era)		°HIST 2328 Mexican American History II (from the United States-Mexico War Era)	
°Mathematics Core Elective		°Creative Arts Core Elective	
°Life and Physical Sciences Core Elective		°Life and Physical Sciences Core Elective &	
°Social and Behavioral Sciences Core Elective		°Life and Physical Sciences Core Lab OR	
		°Life and Physical Sciences Core Elective	
		°Communications (SPCH) Core Elective	

Total Semester Hours: 15

Total Semester Hours: 16

**Second Year – Del Mar College**

It's best to apply to UNT 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	
°Language, Philosophy, and Culture Core Elective		°GOVT 2306 Texas Government: Texas Constitution and Topics	
°GOVT 2305 Federal Government: Federal Constitution and Topics		Approved Electives	
°KINE 1238 Introduction to Physical Fitness and Sport			
Approved Electives			

Total Semester Hours: 14

Total Semester Hours: 15

**AA: Liberal Arts (Multidisciplinary Studies) OR Undeclared**

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

**Third Year – 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 (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)	

Total Semester Hours: 15

Total Semester Hours: 15

**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 (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)			

Total Semester Hours: 15

Total Semester Hours: 6

**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.**

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

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

\* You may take a different course to meet this requirement. A specific list is available from your advisor.

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

() Course numbers shown in parentheses are equivalent to these courses at UNT.

For questions about the University portion of this pathway,  
Contact the **UNT at Frisco Transfer Generalist Academic Advising Office** at (972) 668-7100 or [UNTFrisco.Advising@unt.edu](mailto:UNTFrisco.Advising@unt.edu).