



Guided Pathway
 AA/AS General Studies to
 BAAS in Consumer Experience
 Management
 2018-2019 Catalog



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.*

First Year - Collin College

(Developmental coursework may be required.)

FIRST SEMESTER	SECOND SEMESTER
ENGL 1301 Composition I (3 CH)	ENGL 1302 or ENGL 2311 (3 CH)
Mathematics (see list) (3 CH)	Life/Physical Science (see list) (4 CH)
SPCH 1315 OR SPCH 1321 OR SPCH 1321 (3 CH)	Lang, Phil, & Culture (see list) (3 CH)
History (see list) (3 CH)	History (see list) (3 CH)
<required elective> (3 CH)	<required elective> (3 CH)
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 (3 CH)	GOVT 2306 Texas Government (3 CH)
Life/Physical Science (see list) (4 CH)	Creative Arts (see list) (3 CH)
Social/Behavioral Science (see list) (3 CH)	<required elective> (3 CH)
<required elective> (3 CH)	<required elective> (3 CH)
<required elective> (3 CH)	Elective – (see list) (1 to 3 CH)
16 credit hours	13-15 credit hours

AA/AS General Studies

Contact your advisor at Collin College for information about applying for your Associate's degree.

Third Year – University of North Texas ('18-19)

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 4340 Event Production in the Recreation, Event and Sport Industries (3 CH)
*RESM 1950 Foundation of Recreation, Event, and Sport Professions (3 CH)	*RESM 2150 Leadership in Recreation, Event and Sport Management (3 CH)

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)

Fourth Year – University of North Texas

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)	

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

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

Collin College Options

Mathematics – AS degree must choose two from: MATH 1314, 1414, 1316, 1342, 2305, 2318, 2320, 2412, 2413, 2414, 2415. AA and AAT degrees may also choose from: MATH 1324, 1325, 1332, 1350, 1351 Life & Physical Sciences – AS degree must choose two 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, 1402, 2425, 2426 AA and AAT degrees may also choose from: BIOL 1408, 1409, 2404, 2420, CHEM 1405, GEOL 1401, 1402, 1445, 1447, PHYS 1403, 1404, 1405, 1410, 1415, 1417 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, Elective – choose one from: EDUC 1300, PHED 1164, 1304, 1338, OR any core course not used to meet other requirements. (Sophomore level literature course required for AA if not chosen from Language, Philosophy, & Culture area. Math course from AS list required for AS degree for a total of two AS math courses.) Required Electives – choose at least 18 hours from one or multiple areas of choice. For AS degree one must be a MATH course. For AA degree one must be a sophomore level literature course if one was not selected from Language, Philosophy, & Culture options.

For questions about the Consumer Experience Management major in Frisco,

Contact the Office of Advising Services at (940) 565-3633 or untadvising@unt.edu.