



Dallas County
Community College District

Guided Pathway
AA/AS General Studies to
Bachelor of Science majoring in
Consumer Experience Management
Effective Fall 2019-2020 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 - DCCCD

(Developmental coursework may be required.)

FIRST SEMESTER	SECOND SEMESTER
(010) ENGL 1301 Composition I (3 CH)	(010) ENGL 1302 or ENGL 2311 (3 CH)
(020) Mathematics (see list) (3 CH)	(030) Life/Physical Science (see list) (4 CH)
(090) SPCH 1315 OR SPCH 1321 OR SPCH 1321 (3 CH)	(040) Lang, Phil, & Culture (see list) (3 CH)
(060) History (see list) (3 CH)	(060) History (see list) (3 CH)
<required elective> (3 CH)	<required elective> (3 CH)
15 credit hours	16 credit hours

Second Year - DCCCD

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

FIRST SEMESTER	SECOND SEMESTER
(070) GOVT 2305 Federal Government (3 CH)	(070) GOVT 2306 Texas Government (3 CH)
(030) Life/Physical Science (see list) (4 CH)	(050) Creative Arts (see list) (3 CH)
(080) Social/Behavioral Science (see list) (3 CH)	<required elective> (3 CH)
<required elective> (3 CH)	<required elective> (3 CH)
<required elective> (3 CH)	(090) Elective – (see list) (1 to 3 CH)
16 credit hours	13-15 credit hours

AA/AS General Studies

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

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)	HMGT 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 (3 CH)
DRTL 4860 Digital Branding in Practice (3 CH)	HMGT 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

BS Consumer Experience Management

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.

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

1 Degree plans may change in later catalogs. 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 DCCCD colleges awarding the degree.

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

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

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

(I) Course numbers shown in parentheses are equivalent to these courses at University of North Texas

Approved: 2019-2020 Guided Pathway

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.