



AA in General Studies
Bachelor of Science in Consumer Experience Management
Guided Pathway
 Effective for the 2019-2020 Catalog



First Year – Central Texas College

FIRST SEMESTER	SECOND SEMESTER
◌ ENGL 1301 Composition I	◌ SPCH 1315, 1318, or 1321
◌ HIST 1301 United States History I	◌ HIST 1302 United States History II
* ELEC Life/Physical Science Selection	◌ MATH1314, 1332, 1342, 1414, 2412 or 2413
* ELEC Elective-Students may select semester hours from courses that fulfill the student's educational goals.	* ELEC Language, Philosophy, Culture

Total Semester Hours: 16

Total Semester Hours: 12/14

Second Year – Central Texas 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
◌ GOVT 2305 Federal Government	◌ GOVT 2306 Texas Government
* ELEC Life/Physical Science Selection	* ELEC Creative Arts
* ELEC Social/Behavioral Science Selection (PSYC 2301 highly recommended by UNT)	* ELEC Component Area Option
* ELEC Electives-Students may select semester hours from courses that fulfill the student's educational goals.	* Electives-Students may select semester hours from courses that fulfill the student's educational goals.

Total Semester Hours: 16

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AA: General Studies

You will need to apply for the Associates 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)
CMHT 3950 Creating Consumer Experiences (3 CH) – Online course

Total Semester Hours: 12

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.

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

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.*