



BS INTERDISCIPLINARY STUDIES IN CONSUMER INSIGHTS

2026-2027

SMHM Advising
CHIL 385
940-565-4635
cmhtadvising@unt.edu



Grad Track Pathway Available (see advisor for details)

University Core (42 hours)

Please see the UNT catalog or the undergraduate advising office for specific core requirements.

SMHM Core (9 hours)

CMHT 3950 (3 hrs) Consumer Experiences
CMHT 4750^ (3 hrs) Workforce Dynamics
CMHT 4790^ (3 hrs) Internship in Major Field

SMHM Core is required for all majors. Both 4750 and 4790 require Senior Standing and Internship requires a permission code to enroll.

Internship Requirements

An internship provides students with the supervised, hands-on industry experience and career awareness. This setting provides fascinating and valuable opportunities for experiential learning and serves as a bridge between education and business.

Through the internship, the student experiences the transfer of knowledge gained in the classroom to tasks such as problem solving, critical thinking, and working as a team member.

CMHT 4790 is a required and graded 3-hour credit course. The course can be taken in Fall, Spring, or Summer semester. Students must receive approval from faculty instructor before enrolling.

Students **MUST** work at least 240 hours while enrolled in the course (prior work not accepted for internship). Student must work the internship and be enrolled at the same time.

Students may **NOT** take more than three courses in addition to CMHT 4790.

Paid internships are preferred. Unpaid will be considered. A position with the current employer will only be approved if changing positions or increasing responsibilities.

Prerequisites: MDSE 2790, ICON 4440, and UNT GPA of 2.0

General Electives

Free Electives (to reach 120 hours; hours may vary)

Advanced Electives (to reach 42 hours of advanced courses; hours may vary)

Consumer Insights Major (24 hours) - ALL ONLINE

MDSE 2700	(3 hrs)	Excel for Industry
MDSE 2750	(3 hrs)	Consumers in a Global Market
MDSE 2790	(3 hrs)	Talent Development
MDSE 3900	(3 hrs)	Branding & Promotion
ICON 3800	(3 hrs)	Consumer Psychology
ICON 4440^*	(3 hrs)	Consumer Analytics & Data Visualization
ICON 4750^*	(3 hrs)	Consumer Experience Design
ICON 4880*	(3 hrs)	Integrated Retail Strategy

*** Course only offered in either Fall or Spring**

^Course has Prerequisite: Please follow all prerequisites as listed in the catalog

Interdisciplinary Concentration (21 hours)

Concentration area determined with academic advisor.
Concentrations could include disciplines such as:

- Advertising
- Business Analytics
- Communication Studies
- Digital Business & E-Commerce
- Event Design & Experience Management
- Fashion Merchandising
- Furnishing & Décor Merchandising
- Hospitality Management
- Information Science
- Journalism
- Management
- Marketing
- Psychology
- Recreation, Event and Sport Management
- Sociology

Must follow all prerequisites as listed in catalog

The School of Merchandising & Hospitality Management enforces all prerequisites. Please check the current catalog for all prerequisites. A grade of C or higher is required in each course of the major. A 2.0 UNT, 2.0 Overall, and 2.0 Major GPA is required for graduation.

For more information on careers and companies recruiting graduates from this program, contact the Career Center at 940-565-2105.

Attention: Consult online degree audit for your correct catalog year.

BS Interdisciplinary Studies in Consumer Insights

2026-2027 Suggested Curriculum

YEAR	FALL SEMESTER	HOURS	SPRING SEMESTER	HOURS
FRESHMAN	English (ENGL 1310)	3	English (ENGL 1320)	3
	Mathematics (MATH 1580 is recommended)	3	Social & Behavioral Science	3
	American History (HIST 2610)	3	American History (HIST 2620)	3
	Creative Arts	3	Life and Physical Science	3
	Consumers in a Global Market (MDSE 2750)*	3	Excel for Industry (MDSE 2700)	3
	TOTAL	15	TOTAL	15
YEAR	FALL SEMESTER	HOURS	SPRING SEMESTER	HOURS
SOPHOMORE	Language, Philosophy and Culture	3	Pol. Science /Gov. (PSCI 2305 or PSCI 2306)	3
	Life and Physical Science	3	Component Area Option II	3
	Pol. Science /Gov. (PSCI 2305 or PSCI 2306)	3	Talent Development (MDSE 2790)	3
	Concentration Course 1	3	Branding & Promotion (MDSE 3900)	3
	Free Elective	3	Free Elective	3
	TOTAL	15	TOTAL	15
YEAR	FALL SEMESTER	HOURS	SPRING SEMESTER	HOURS
JUNIOR	Creating Consumer Experiences (CMHT 3950)	3	Consumer Experience Design (ICON 4750)	3
	Consumer Psychology (ICON 3800)	3	Concentration Course 3	3
	Consumer Analytics & Data Visualization (ICON 4440)	3	Concentration Course 4 (Advanced)**	3
	Concentration Course 2	3	Concentration Course 5 (Advanced)**	3
	Free Elective	3	Advanced Elective**	3
	TOTAL	15	TOTAL	15
YEAR	FALL SEMESTER	HOURS	SPRING SEMESTER	HOURS
SENIOR	Integrated Retail Strategy (ICON 4880)	3	Workforce Dynamics in a Global Business Environment (CMHT 4750)	3
	Concentration Course 6 (Advanced)**	3	Internship in Consumer Insights (CMHT 4790)	3
	Advanced Elective**	3	Advanced Elective**	3
	Advanced Elective**	3	Free Elective	3
	Free Elective	3	Free Elective	3
	TOTAL	15	TOTAL	15

* Courses that will fulfill university core and major requirements. Courses used to fulfill both University and Major requirements will increase number of required free electives to reach the 120 hours minimum for graduation. Consult with your advisor for questions on number of free electives

** Advanced Electives may be needed to reach UNT's requirements of 42 hours of advanced courses (3000-4000 level). The number of advanced electives may be affected by which courses are taken as major electives.

- This schedule is only a suggestion; make sure you understand the necessary prerequisites for each course and consult the SMHM Advising Office. Course availability is subject to change; actual degree audits may change depending on course availability in a given semester.
- **Bolded courses** are major courses. Prerequisites are considered in creating this guide, and must be completed in order to take major courses.
- A total of 120 credit hours are required for this degree. GPA requirements for graduation: 2.0 UNT cumulative, 2.0 Major GPA, and 2.0 Overall.

Attention: Consult online degree audit for your correct catalog year:
www.cob.unt.edu/undergrad