

UNIVERSITY OF NORTH TEXAS



G. BRINT RYAN COLLEGE OF BUSINESS

DIGITAL RETAILING MERCHANDISING CERTIFICATE

The Graduate Academic Certificate in Digital Retailing Merchandising at the University of North Texas offers professionals in the merchandising and retail industries the opportunity to build skills and knowledge in critical analysis and specialized subject matter. The certificate equips students with the expertise needed to succeed in today's rapidly evolving retail environment through coursework focused on digital merchandising strategies, e-commerce operations, consumer engagement, and data-driven decision-making. Graduates gain a deeper understanding of digital retail technologies and merchandising practices, enhancing their ability to manage and optimize online retail experiences while increasing their competitiveness in the retail and consumer products industries.

CERTIFICATE REQUIREMENTS (12 HOURS)

REQUIRED COURSES (9 HOURS)

MDSE 5710 Digital Optimization
MDSE 5750 Digital Retailing
CMHT 5770 Digital Strategies and Consumer Insight

CHOOSE 1 FROM LIST (3 HOURS)

CMHT 5600 Managing Consumer Experiences
CMHT 5440 Consumer Theory
MDSE 5240 Global Retailing
MDSE 5500 Merchandising Strategies

ADMISSION INFORMATION

- Apply [HERE](#) with the UNT GradCAS (Centralized Application System)
- International students must also review the International Admissions page for additional required documents.
- **Transcripts:** Request transcripts from all colleges and universities attended through UNT GradCAS. For transcript questions, please contact RCoBMasters@unt.edu

UNT GRADUATE STUDENTS SEEKING CONCURRENT ENROLLMENT

Students **MUST** be admitted to an academic certificate program in order for the certificate to be awarded.

If you are a current UNT student and you are applying for a GAC please email RCoBMasters@unt.edu to submit your request to add a GAC to your degree plan.

If you do not complete the application prior to your graduating semester, the Toulouse Graduate School will not accept your request for the certificate.

READY TO APPLY? NEED TO GET ADVISED?

CONTACT A STAFF MEMBER IN THE GRADUATE PROGRAMS
OFFICE AT RCoBMasters@unt.edu OR CALL 940-369-8977