

B.A., Interdisciplinary Art & Design Studies: Design Management

College of Visual Arts and Design Suggested Four-Year Curriculum

2026-2027 • Expires August 2034

Key: ■ UNT Core Requirement

Fall Semester: 15 credits
ART 1600: Foundations - Perception & Translation
ART 1700: Foundations - Space
■ ART 2350: Art History Survey I
ADES 1500, 1550, or 1625
■ ENGL 1310: First-Year Writing I (or 1311: Honors)

Spring Semester: 15 credits
ART 1800: Foundations - Narrative & Representation
ART 1900: Foundations - Systems & Transformation
■ ART 2360: Art History Survey II
Design Elective (ADES)
■ College Math (MATH 1580 recommended)

Fall Semester: 15 credits
ART 2020: Digital Tools & Technology for Creative Practice Management or Marketing Minor
■ ART 2370: Art History Survey III
■ ENGL 1320: First-Year Writing II (or 1321: Honors)
■ PSCI 2305: U.S. Pol. Behavior & Policy (or 2315: Honors)

Spring Semester: 15 credits
ART 3030: Dig. Comm. for Art & Creative Entrepreneurship Management or Marketing Minor
Advanced Art History Elective (ARTH)
■ Social & Behavioral Sciences
■ PSCI 2306: U.S. & Texas Const./Inst. (or 2316: Honors)

Fall Semester: 15 credits
Supporting Coursework Menu Course
Management or Marketing Minor
Elective
■ HIST 2610: U.S. History to 1865 (or 2675: Honors)
■ Life/Physical Science

Spring Semester: 15 credits
Supporting Coursework Menu Course
Management or Marketing Minor
Elective
■ HIST 2620: U.S. History since 1865 (or 2685: Honors)
■ Life/Physical Science

Fall Semester: 15 credits
ART 4660: Seminar in Design Management Management or Marketing Minor
Supporting Coursework Menu Course
Elective
Elective

Spring Semester: 15 credits
ART 4662: Design Management Integrated Capstone Management or Marketing Minor
Elective/Advanced Elective
Elective/Advanced Elective
■ Core Course (See Academic Advisor)
Total Required Credit Hours: 120

Supporting Coursework Menu: 9 hours to be selected from courses listed on page 2.

Minor (18 credit hours): Students must complete a minor in Management or Marketing. See page 2.

Recommendations

Internship: Relevant internship can be taken for advanced course credit. For more about internships, start here:

<https://cvad.unt.edu/iads/iads-career-info>

Study abroad: Relevant study abroad courses may be substituted for IADS program requirements.

Graduation Requirements: Students are encouraged to run their [online degree audit](#) regularly to track the completion of all requirements for this degree. Additional graduation requirements include: 42 hours must be advanced; 24 of the 42 advanced hours must be completed at UNT. Must have a 2.0 GPA (UNT & overall) and a 2.5 GPA within the major. **Grades of C or better are required for all CVAD requirements.** Students who do not have an official degree plan on file before the semester they plan to graduate may not apply for graduation.

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SUPPORTING COURSEWORK MENU (See catalog for full course descriptions and prerequisites):

ADES 4615: Topics in Interior Design*
ADES 4700: Professional Internship*
ADVG 3100: Advertising Art Direction for Brands*
ANTH 3101: Issues in Contemp. American Culture & Society
ANTH 3110: Indigenous Peoples of North America
ANTH 3130: African-American Anthropology
ANTH 3140: Latinos in the U.S.
ANTH 4110: Design Anthropology
ANTH 4500: Language & Culture
ANTH 4701: Topics in Sociocultural Anthropology
ART 4120: Art on Location
ART 4450: Professional Internship
ART 4570: Interdisciplinary Topics in Art
ART 4614: Art & Business
ART 4620: Grant Writing & Arts Funding
ART 4640: Community Engagement in Art & Design
ART 4899: Topics in IADS
ARTH 4815: 20th Century Interiors
ARTH 4841: History of Interiors: Design & Experience
ARTH 4842: History of Communication Design
ARTH 4849: Dress & Fashion in the Early Modern Period

ARTH 4850: Dress & Fashion: Early Modern to Contemporary
ARTH 4851: Topics in the History of Architecture
ARTH 4852: Topics in the History of Design
BCIS 3615: Business Communication for IT Professionals
COMM 3120: Nonverbal Communication*
FADM 3380: Global Home Furnishings Industry*
GEOG 3050: Introduction to Cartography
ICON 3800: Consumer Psychology
ICON 4440: Consumer Analytics & Data Visualization
JOUR 3200: Mass Communication Research Methods*
JOUR 3410: Public Relations for Non-Profits*
JOUR 4250: Race, Gender & the Media: A Methods Approach
JOUR 4270: Strategic Social Media
JOUR 4730: Advanced Photojournalism Portfolio*
LTEC 4510: Communications in Business, Education & Industry
MDSE 3370: Social Psychology of Dress & Appearance
MDSE 3650: Advanced Textiles*
PHIL 4740: Environmental Justice
SOCJ 4600: Internet & Society
SPAN 4385: Hispanic Culture in the United States*

* These courses have prerequisites that are not included within the IADS Design Management curriculum. Consult current course descriptions for more information. The prerequisite courses may be used as electives.

Marketing minor (18 credits)

MKTG 3651 - Foundations of Marketing Practice (for Non-Business Majors)

Plus 15 hours from:

MKTG 2650 - Culture & Consumption
MKTG 3010 - Professional Selling
MKTG 3660 - Advertising Management
MKTG 3700 - Marketing Metrics
MKTG 3710 - Marketing Research & Analytics
MKTG 3720 - Digital Marketing Fundamentals
MKTG 4120 - Consumer Behavior
MKTG 4280 - Global Marketing Issues & Practice
MKTG 4330 - Strategic Brand Management
MKTG 4520 - Marketing Channels & Strategic Partnerships
MKTG 4600 - Retailing
MKTG 4620 - E-Commerce Marketing Tools & Applications
MKTG 4630 - Retailing II
MKTG 4800 - Internship in Marketing
MKTG 4880 - Advanced Marketing Management
MKTG 4890 - Applied Marketing Problems

Management minor (18 credits)

MGMT 3721 - Essentials of Organizational Behavior for Non-Business Majors

Plus 15 additional hours of MGMT courses. The following are recommended by the Ryan College of Business:

MGMT 3820 - Management Concepts
MGMT 3880 - Business Ethics & Social Responsibility
MGMT 4470 - Leadership
MGMT 4660 - International Management Perspectives
MGMT 4860 - Organizational Design & Change

NOTE: Minors are the purview of the academic department and/or college that offers them. You may be referred to the Ryan College of Business for additional information.

Please visit the [CVAD website](http://cvad.unt.edu) (cvad.unt.edu) for up-to-date information. Additionally, many common questions are answered on the [CVAD Advising FAQ](#) page.