

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

College of Visual Arts & Design Suggested 4-Year Curriculum Guide

2026-2027 Academic Year, curriculum expires August 2034

First Year Fall Semester (15 credits)
ART 1600: Foundations - Perception & Translation
ART 1700: Foundations - Space
ART 2350: Art History Survey 1 (core)
ADES 1500, 1550, or 1625
ENGL 1310: First-Year Writing 1 (or 1311: Honors, core)

First Year Spring Semester (15 credits)
ART 1800: Foundations - Narrative & Representation
ART 1900: Foundations - Systems & Transformations
ART 2360: Art History Survey 2 (core)
Design Elective (ADES)
College Math core option (MATH 1580 recommended)

Second Year Fall Semester (15 credits)
ART 2020: Digital Tools & Technology for Creative Practice
Management or Marketing Minor
ART 2370: Art History Survey 3 (core)
ENGL 1320: First-Year Writing 2 (or 1321: Honors, core)
PSCI 2305: Political Behavior & Policy (or 2315: Honors, core)

Second Year Spring Semester (15 credits)
ART 3030: Digital Communication for Art & Entrepreneurship
Management or Marketing Minor
Advanced Art History Elective (ARTH)
Social & Behavioral Sciences core option
PSCI 2306: Constitutions & Institutions (or 2316: Honors, core)

Third Year Fall Semester (15 credits)
Supporting Coursework Menu Course
Management or Marketing Minor
Elective
HIST 2610: United States History to 1865 (or 2675: Honors, core)
Life & Physical Sciences core option

Third Year Spring Semester (15 credits)
Supporting Coursework Menu Course
Management or Marketing Minor
Elective
HIST 2620: United States History since 1865 (or 2685: Honors, core)
Life & Physical Sciences core option

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

Fourth Year Spring Semester (15 credits)
ART 4662: Design Management Integrated Capstone
Management or Marketing Minor
Elective or Advanced Elective (as needed to meet minimum hours)
Elective or Advanced Elective (as needed to meet minimum hours)
Component Area Option core course (See Academic Advisor)
Total required credit hours: 120

Important Notes:

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

- **Required Minor:** students must minor in either management or marketing. See Page 2 for minor courses.
- **Recommendations:** Internships and study abroad are highly encouraged and may substitute for IADS program requirements. For more about internships, see the [CVAD Internship Guidance, Information & Forms website](#). For information about studying abroad, go to the [Study Abroad Office website](#).
- **Graduation Requirements:** Grades of "C" or better are required for all CVAD requirements. 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. Students are encouraged to run their [online degree audit](#) regularly to track the completion of all requirements for this degree.
- Please visit the [CVAD website](#) for up-to-date information. Additionally, many common questions are answered on the [CVAD Advising Frequently Asked Questions page](#).

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 Contemporary American Culture & Society
- ANTH 3110: Indigenous Peoples of North America
- ANTH 3130: African-American Anthropology
- ANTH 3140: Latinos in the United States
- 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 Interdisciplinary Art & Design Studies
- 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
- SOCI 4600: Internet & Society
- SPAN 4385: Hispanic Culture in the United States*

Courses with asterisks (*) 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 2
- 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.

KEY to terms & abbreviations found within this document:

ADES = design courses
ADVG = advertising courses
ANTH = anthropology courses
ART = general art courses
ARTH = advanced art history courses
ASTU = studio art courses
BCIS = business computer science courses
B.A. = Bachelor of Arts
COMM = communication course
CVAD = College of Visual Arts & Design
core = university core curriculum requirement
elective = course that student chooses
ENGL = English courses
FADM = furnishings & décor merchandising courses
GEOG = geography courses
GPA = grade point average

HIST = history courses
IADS-DM = interdisciplinary art & design studies, design management track
ICON = interdisciplinary studies in consumer insights courses
IT = information technology
JOUR = journalism courses
LTEC = learning technologies courses
MATH = mathematics courses
MDSE = merchandising courses
MGMT = management courses
MKTG = marketing courses
PHIL = philosophy courses
PSCI = political science & government courses
SOCI = sociology courses
SPAN = Spanish courses
UNT = University of North Texas