

APPAREL, MERCHANDISING, AND DESIGN

Iowa State University 2012 Catalog

(Administered by Textiles and Clothing)

123.0 total semester credits required

All students majoring in Apparel, Merchandising, and Design are required to earn a C- or better in all Textiles and Clothing and AESHM courses applied toward the degree, including transfer credits. All students majoring in Apparel, Merchandising, and Design are required to earn a C or better in ENGL 150 and ENGL 250.

To receive a degree in Textiles and Clothing at ISU, a minimum of 18 credits must be taken in the ISU Textiles and Clothing Program; 12 of the 18 credits must be in 300-400 level courses.

No courses may be applied to more than one degree requirement except those used to meet US Diversity and International Perspective requirements.

(10) COMMUNICATION SKILLS

- (3) ENGL 150 Critical Thinking/Communication
- (3) ENGL 250 Written, Oral, Visual, Electronic Comp.
- (1) LIB 160 Library Instruction
- (3) Speech:
 - COMST 214 Professional Comm
 - COMST 218 Conflict Management
 - SPCM 212 Fundamentals of Public Speaking

(10-14) BIOLOGICAL AND PHYSICAL SCIENCES and MATHEMATICAL DISCIPLINES

- (3-4) Mathematics
- (3-5) Select from Natural Sciences, including FSHN 167
- (4-5) Statistics:
 - STAT 104 Intro to Statistics
 - STAT 101 Principles of Statistics
 - STAT 226 Introduction to Business Statistics

(9) SOCIAL SCIENCES

- (3) ECON 101 Principles of Microeconomics
- (3) TC 165 Dress and Diversity in Society
- (3) Select from the Human Sciences List (including TC 362)

(9) HUMANITIES

- (3) Select from:
 - AESHM 342 Aesthetics of Everyday Experience
 - TC 257 Museum Studies
 - TC 354 History of European & N. American Dress
 - TC 356 History of Twentieth Century Fashion
- (3) Select from Human Sciences approved list; foreign lang. rec.
- (3) One history/art history course. C/T Design: ART H required.

(36-40) PROFESSIONAL AND CORE COURSES

- (3) AESHM 111 Professional Development
- (3) TC 131 Overview of the Fashion Industry
- (4) TC 204 Textile Science I
- (3) TC 210 Computer Applic. in Textiles and Clothing
- (4) TC 231 Product Development and Manufacturing
- (3) TC 245 Aesthetics and Brand Image
- (3) AESHM 275 Retail Merchandising
- (1) AESHM 311 Seminar on Careers and Internships
- (3) TC 372 Sourcing and Global Issues
- (3-6) AESHM 470 Supervised Professional Internship
- (2-3) Field Study (if TC 470 is not out-of-home-state)
 - Select from:
 - AESHM 380 Field Study
 - AESHM 381 International Field Study
 - (1) AESHM 411 Post Internship Seminar

(3) Select from:

- TC 354 History of European & N. American Dress
- TC 356 History of Twentieth Century Fashion
- TC 362 Cultural Perspectives in Dress
- TC 467 Consumer Behavior

PRIMARY OPTIONS (SELECT ONE)

Primary Option Area – Creative and Technical Design

(29) DESIGN PROFESSIONAL COURSES

- (3) TC 221 Apparel Assembly Processes
- (4) TC 225 Patternmaking I
- (3) TC 278 Fashion Illustration
- (3) TC 321 Computer Integrated Textile & Fashion Design
- (1) TC 301 Basic Design Concepts Review
- (3) TC 325 Patternmaking II
- (3) TC 415 Technical Design Processes
- (3) TC 426 Creative Design Processes
- (3) TC 495 Senior Design Studio

(3) Select one class from:

- TC 305 Quality Assurance of Textiles and Apparel
- TC 404 Textile Science II
- TC 431 Apparel Production Management

(9) Select three classes from:

- TC 257 Museum Studies
- TC 305 Quality Assurance of Textiles and Clothing
- TC 328 Design Seminar
- TC 354 History of European & N. American Dress
- TC 356 History of Twentieth Century Fashion
- TC 362 Cultural Perspectives in Dress
- TC 404 Textile Science II
- TC 431 Apparel Production Management
- TC 467 Consumer Behavior
- TC 490 Independent Study
- TC 496 Fashion Forecasting and Product Development
- TC 499 Undergraduate Research
- AESHM 340 Hspm & Apparel Mkt Strategies (or Mkt 340)
- AESHM 377 Brand Management and Promotions
- AESHM 470 Supervised Professional Internship
- AESHM 474 Entrepreneurship in Human Sciences
- AESHM 272X Fashion Show Production (or EVENT 271)
- AESHM 472X Fashion Show Management (or EVENT 471)
- ACCT 284 Financial Accounting
- SCM 301 Supply Chain Management
- THTRE 255 Introduction Theatrical Production
- THTRE 357 Stage Make-up

Any Art History, Art Integrated Studio, or Design Studies

Primary Option Area – Product Development and Sourcing

(34) PD & SOURCING PROFESSIONAL COURSES

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|-----|---------------------------------------|-----|--|
| (3) | TC | 221 | Apparel Assembly Processes |
| (4) | TC | 225 | Patternmaking I |
| (3) | TC | 321 | Computer Integrated Textile & Fashion Design |
| (3) | AESHM | 340 | Hospitality and Apparel Marketing Strategies |
| | OR | | |
| | MKT | 340 | Principles of Marketing |
| (3) | TC | 305 | Quality Assurance of Textiles and Clothing |
| (3) | TC | 415 | Technical Design Processes |
| (3) | TC | 431 | Apparel Production Management |
| (3) | TC | 467 | Consumer Behavior |
| (3) | TC | 496 | Fashion Precasting & Prod Development |
| (3) | ACCT | 284 | Financial Accounting |
| (3) | SCM | 301 | Supply Chain Management |
| (6) | Select 2 classes from: | | |
| | AESHM | 377 | Brand Management and Promotions |
| | AESHM | 381 | International Field Study |
| | AESHM | 470 | Supervised Professional Internship |
| | AESHM | 474 | Entrepreneurship in Human Sciences |
| | AESHM | 477 | Multi-channel Retailing |
| | TC | 278 | Fashion Illustration |
| | TC | 376 | Merchandising Planning and Control |
| | TC | 404 | Textile Science II |
| | TC | 475 | Retail Information Analysis |
| | TC | 490 | Independent Study |
| | TC | 499 | Undergraduate Research |
| | Study Abroad | | |
| | Two semesters of one foreign language | | |

Primary Option Area – Merchandising

(28) MERCHANDISING PROFESSIONAL COURSES

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|-----|-------------------------------------|------|--|
| (3) | ACCT | 284 | Financial Accounting |
| (3) | AESHM | 377 | Brand Management and Promotions |
| (3) | MKT | 340 | Principles of Marketing |
| | OR | | |
| | AESHM | 340 | Hospitality & Apparel Mkt Strategies |
| (4) | TC | 376 | Merchandise Planning and Control |
| (3) | TC | 467 | Consumer Behavior |
| (3) | TC | 475 | Retail Information Analysis |
| (3) | Select from: | | |
| | TC | 221 | Apparel Assembly Processes |
| | TC | 305 | Quality Assurance of Textiles and Apparel |
| | TC | 404 | Textile Science II |
| | TC | 431 | Apparel Production Management |
| | TC | 496 | Fashion Forecasting and Product Devel. |
| (6) | Require to select two classes from: | | |
| | AESHM | 272x | Fashion Show Production (or EVENT 271) |
| | AESHM | 287 | Principles of Management in Human Sci. |
| | AESHM | 342 | Aesthetics of Consumer Experiences |
| | AESHM | 381 | International Field Study |
| | AESHM | 421 | Developing Global Leadership: Maximizing Human Potential |
| | AESHM | 438 | Human Resource Management |
| | AESHM | 470 | Supervised Professional Internship |
| | AESHM | 472X | Fashion Show Management (or EVENT 471) |

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| AESHM | 474 | Entrepreneurship in Human Sciences |
| AESHM | 477 | Multi-channel Retailing |
| TC | 257 | Museum Studies |
| TC | 278* | Fashion Illustration |
| TC | 305 | Quality Assurance of Textiles and Apparel |
| TC | 354 | History of European & N. American Dress |
| TC | 356 | History of Twentieth Century Fashion |
| TC | 362 | Cultural Perspectives in Dress |
| TC | 404 | Textile Science II |
| TC | 431 | Apparel Production Management |
| TC | 490 | Independent Study |
| TC | 496 | Fashion Forecasting & Product Devel. |
| TC | 499 | Undergraduate Research |

Secondary Option for Merchandising

In consultation with your advisor, select a secondary option area. Inside your chosen option area at least 3 of the 9 credits must be at the 300–400 level.

(9) Secondary Option Areas for Merchandisers only:

AESHM and TC Option (select three classes)

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|-------|------|--|
| AESHM | 272x | Fashion Show Production (or EVENT 271) |
| AESHM | 287 | Principles of Management in Human Sci. |
| AESHM | 342 | Aesthetics of Consumer Experiences |
| AESHM | 381 | International Field Study |
| AESHM | 421 | Developing Global Leadership: Maximizing Human Potential |
| AESHM | 438 | Human Resource Management |
| AESHM | 470 | Supervised Professional Internship |
| AESHM | 472X | Fashion Show Management (or EVENT 471) |
| AESHM | 474 | Entrepreneurship in Human Sciences |
| AESHM | 477 | Multi-channel Retailing |
| TC | 257 | Museum Studies |
| TC | 278* | Fashion Illustration |
| TC | 305 | Quality Assurance of Textiles and Apparel |
| TC | 354 | History of European & N. American Dress |
| TC | 356 | History of Twentieth Century Fashion |
| TC | 362 | Cultural Perspectives in Dress |
| TC | 404 | Textile Science II |
| TC | 431 | Apparel Production Management |
| TC | 490 | Independent Study |
| TC | 496 | Fashion Forecasting & Product Devel. |
| TC | 499 | Undergraduate Research |

Business (select three classes)

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|-------|-----|--------------------------------|
| ACCT | 215 | Legal Environment of Business |
| ACCT | 285 | Managerial Accounting |
| BUSAD | 250 | Introduction to Business |
| FIN | 301 | Principles of Finance |
| MIS | 330 | Management Information Systems |
| MKT | 340 | Principles of Marketing |
| MKT | 410 | Promotional Strategy |
| MKT | 442 | Sales Management |
| MKT | 444 | Marketing Research |
| MKT | 446 | Retailing |
| MKT | 448 | Global Marketing |
| MKT | 451 | Marketing Channels |
| MKT | 453 | Brand Management |

MGMT	310	Entrepreneurship & Innovation
MGMT	313	Feasibility Analysis & Business Planning
MGMT	370	Management of Organizations
MGMT	371	Organizational Behavior
MGMT	414	International Management
SCM	301	Supply Chain Management

JLMC & Advertising (select three classes)

ADVRT	230	Advertising Principles
ADVRT	301	Research and Strategic Planning for Advertising and Public Relations.
ADVRT	334	Advertising Creativity
ADVRT	434	Advertising Campaigns
JLMC	201	Reporting & Writing for Mass Media
JLMC	220	Principles of Public Relations
JLMC	305	Publicity Methods
JLMC	310	Fundamentals of Photojournalism
JLMC	321	Public Relations Writing
JLMC	341	Contemporary Magazine Publishing
JLMC	342	Visual Principles for Mass Communicators

Any Graphic Design or Photography

Communications and English (select three classes)

COMST	214	Professional Communication
COMST	218	Conflict Management
COMST	310	Intercultural Communication
COMST	314	Organizational Communication
COMST	317	Small Group Communication
ENGL	302	Business Communication
ENGL	303	Free-lance Writing for Popular Magazines
ENGL	309	Report and Proposal Writing
ENGL	313	Rhetorical Website Design
ENGL	314	Technical Communication
SP CM	212	Fundamentals of Public Speaking

Humanities and Social Sciences (select three classes)

Any Anthropology, Art History, History		
ECON	102	Principles of Macroeconomics
ECON	355	International Trade and Finance
INST	235	Introduction to International Studies
INST	446	International Iss & Challenges: Sustain Dev.
PSYCH	450	Industrial Psychology
SOC	380	Sociology of Work
TSC	341	Technology: International, Social, and Human Issues.

Two semesters sequence of foreign language

Event Management and Hospitality (select three classes)

AESHM	287	Principles of Management in Human Sciences
AESHM	342	Aesthetics of Consumer Experiences
AESHM	381	International Field Study
AESHM	438	Human Resource Management
AESHM	474	Entrepreneurship in Human Sciences
EVENT	271	Public Relations and Event Management
EVENT	371	Conference and Meeting Planning
EVENT	471	Special Events Coordination
HRI	101	Introduction to the Hospitality Industry
HRI	260	Global Tourism Management
HRI	289	Private Club Operations
HRI	352	Lodging Operations Management I
HRI	383	Introduction to Wine, Beer, and Spirits

Electives to broaden curriculum (see advisor)