

Apparel, Merchandising, and Design Major
College of Human Sciences
Iowa State University
Merchandising Primary Option
Suggested Four Year Graduation Plan
2013-14 Catalog (123 credits)

Freshmen			
Fall		Spring	
English 150, Critical Thinking/Communication	3	Humanities Elective	3
Lib 160, Library Instruction	1	Science	3
AMD 131, Overview of the Industry (Fall only)	3	Econ 101, Microeconomics	3
AESHM 112, Orientation	1	AMD 245, Aesthetics and Brand Image	3
AESHM 113, Professional Development	2	AMD 204 Textile Science	4
AMD 165, Dress & Diversity in Society	3		
Total	13	Total	16
Sophomore			
Fall		Spring	
Social Science Elective	3	AMD 231, Product Development & Manufacturing	4
Merchandising Secondary Option Elective (1)	3	Accounting 284	3
AMD 210, Computer Applications in TC	3	AESHM 275, Merchandising	3
English 250, Written, Oral, Visual, Electronic	3	Merchandising Primary Option Elective (1)	3
Math	3	<i>Elective</i>	3
		AESHM 311, Career and Internship Prep	1
Total	15	Total	17
Junior			
Fall		Spring	
TC 376, Merchandise Planning and Control	4	<i>Elective</i>	3
MKT 340 or AESHM 340	3	Merchandising Secondary Option Elective (2)	3
History	3	AESHM 380, Field Study	2
STAT 101 or 226	4	AMD 372 Sourcing & Global Issues	3
Speech	3	Human Studies Elective (AMD 354, 356, 362 , or 467)	3
Total	17	Total	14
Summer			
AESHM 470N Supervised Experience (3 credits)			
Senior			
Fall		Spring	
AMD 475, Retail Information Systems (Fall only)	3	Product Development (AMD 221, 305, 321, 404, 431 or 496)	3
Merchandising Primary Option Elective (2)	3	<i>Elective</i>	3
AESHM 377 Brand Mgmt & Promo (Fall only)	3	Humanities Selection (AMD 257, 354, 356 , 362, or AESHM 342)	3
<i>Elective</i>	3	Merchandising Secondary Option Elective (3)	3
AMD 467 Consumer Behavior (Fall only)	3		
AESHM 411N Post Internship Seminar (Fall only)	1		
Total	16	Total	12
		TOTAL	123.0