

# EVENT MANAGEMENT

## Iowa State University 2013-14 Catalog

(Administered by Apparel, Events, and Hospitality Management)

123 total semester credits required

### (10) COMMUNICATIONS and LIBRARY

- (3) ENGL 150 Critical Thinking and Communication
- (3) ENGL 250 Written, Oral, Visual, and Electronic Composition
- (1) LIB 160 Library Instruction
- (3) Select one (1) COMMUNICATION course from:
  - COMST 102 Introduction to Interpersonal Communication
  - COMST 214 Professional Communication
  - SPCM 212 Fundamentals of Public Speaking

### (10) NATURAL SCIENCES and MATHEMATICAL DISCIPLINES

- (3) Select one (1) MATH course from:  
MATH104,105,140,141,150, or 160
- (4) STAT 101 Principles of Statistics
- (3) NATURAL SCIENCES  
(Select from: Astronomy, Biology, Biochemistry, Chemistry, Ecology, Entomology, Environmental Science, Environmental Studies, FSHN101 or 167, Genetics, Geology, Meteorology, Horticulture, Microbiology, Physics, or TC 204)

### (9) SOCIAL SCIENCES

- (3) ECON 101 Principles of Microeconomics
- (6) Select from:  
TC165, HDFS102, ECON102, PSYCH101, PSCYH 230, SOC 130, SOC134

### (9-11) HUMANITIES

- (3) Select from:  
AESHM 342, TC257, TC354, TC356, or TC362
- (6-8) Foreign language suggested OR courses from African American Studies, American Indian Studies, Anthropology, Art History, Classical Studies, History, Literature, Philosophy, Religious Studies, Music or Dance Appreciation, Women's Studies, Theater

### (10-15) GENERAL ELECTIVES

### (37-40) PROFESSIONAL COURSES

- (3) ACCT 284 Financial Accounting
- (1) AESHM 112x Professional Development for AESHM
- (2) AESHM 113x Professional Development Lab for AESHM
- (3) HRI 101 Intro to Hospitality Industry
- (2) AESHM 175 Intro to AESHM Formulas
- (3) EVENT 271 Intro to Event Management
- (3) AESHM 287 Principles of Mgmt. in Human Sciences
- (1) AESHM 311 Seminar on Careers and Internships
- (3) AESHM 340 Marketing Strategies
- (3) EVENT 371 Conference and Meeting Planning
- (1) AESHM 411 Seminar on Current Issues
- (3) EVENT 471 Special Events Coordination
- (3-6) AESHM 470F Supervised Professional Internship
- (3) AESHM 474 Entrepreneurship in Human Sciences
- (3) AESHM 438 Human Resource Management
- (3) **Select from:**
  - ACCT 215 Legal Environment of Business
  - HRI 315 Hospitality Law
- (30) **Select from:**
  - ADVRT 230 Advertising Principles
  - ADVRT 301 Strategic Planning for Advertising & Public Relations
  - AESHM 170 Supervised Work Experience I (1 cr.)
  - AESHM 270F Supervised Work Experience II (1-2 cr.)
  - AESHM 275 Merchandising
  - AESHM 379 Community Leadership: Examination of Social Issues
  - FS HN 111 Fundamentals of Food Preparation (1 cr.)
  - FS HN 115 Food Preparation Lab (2 crs.)
  - HRI 289 Private Club Operations (2 crs.)
  - HRI 333 Hospitality Operations Cost Controls
  - HRI 380 Quantity Food Production Management
  - HRI 380L Quantity Food Production and Service Management Experience
  - HRI 383 Introduction to Beverages (2 crs.)
  - HRI 487 Fine Dining Management
  - JLMC 220 Principles of Public Relations
  - JLMC 305 Publicity Methods
  - MGMT 370 Management of Organizations
  - SP CM 312 Business & Professional Speaking
  - AESHM 377 Brand Management and Promotions
  - TC 467 Consumer Behavior
  - AESHM 222x Creative Thinking and Problem Solving
  - HRI 320x Attractions & Amusement Park Admin.
  - EVENT 333 Entertainment Venue Management
  - EVENT 373x Wedding Planning & Management
  - AESHM 421 Global Leadership
  - AESHM 211x Leadership Experiences and Development
  - HRI 260 Global Tourism Management
  - ARTIS 212 Studio Fundamentals: Computers (2 crs.)

