APPAREL, MERCHANDISING, & DESIGN
Iowa State University 2014-2015 Catalog

Total credits required: 123, including a minimum of 18 credits in AMD at Iowa State University for the degree (12 of the 18 credits must be at the 300-400 level). Leads to the degree Bachelor of Science. Administered by the AESHM Department.

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

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

(10) COMMUNICATIONS and LIBRARY
(3) ENGL 150 Critical Thinking & Communication
(3) ENGL 250 Written, Oral, Visual, & Electronic Composition
(1) LIB 160 Information Literacy
(3) Select one class from:
COMST 214 Professional Communication
COMST 218 Conflict Management
SPCM 212 Fundamentals of Public Speaking

(9-10) BIOLOGICAL & PHYSICAL SCIENCES, & MATHEMATICAL DISCIPLINES
(3) Mathematics (MATH 150 recommended for merchandising)
(3-4) Select from natural sciences, including FS HN 167
(3-4) Select one class from:
STAT 101 Principles of Statistics
STAT 104 Introduction to Statistics
STAT 226 Introduction to Business Statistics I

(9) SOCIAL SCIENCES
(3) ECON 101 Principles of Microeconomics
(3) AMD 165 Dress and Diversity in Society
(3) Select from human sciences list, including AMD 362

(9) HUMANITIES
(3) Select one class from:
AMD 354 History of European & North American Dress
AMD 356 History of 20th Century Fashion
(3) Select from human sciences list (world language and cultures course recommended)
(3) History/Art History (Creative and Tech Design: ART H required)

(33-37) PROFESSIONAL A M D CORE COURSES
(1) AESHM 112 Orientation for AESHM
(2) AESHM 113 Professional Development for AESHM
(1) AESHM 311 Seminar on Careers and Internships
(1) AESHM 411 Capstone Seminar
(3-6) AESHM 470N Supervised Professional Internship: Apparel

(2-3) Field Study (if AESHM 470 is not out-of-home state)
AESHM 380 US Field Study
AESHM 381 International Field Study
(3) AMD 131 Overview of the Fashion Industry
(4) AMD 204 Textile Science
(3) AMD 210 Computer Applications in Digital Design & Data Management
(4) AMD 231 Product Development & Manufacturing
(3) AMD 245 Aesthetics & Brand Image
(3) AESHM 275 Retail Merchandising
(3) AMD 372 Sourcing & Global Issues

Primary Options
Select one professional primary option from the following two choices:

(45) Creative and Technical Design Primary Option
(2) AMD 178 Introduction to Apparel Design Studio
(3) AMD 221 Apparel Assembly Processes
(3) AMD 225 Patternmaking I: Drafting & Flat Pattern
(3) AMD 278 Fashion Illustration
(1) AMD 301 Basic Design Concepts Review
(3) AMD 321 Computer Integrated Textile & Fashion Design
(3) AMD 325 Patternmaking II: Draping
(3) AMD 415 Technical Design Processes
(3) AMD 426 Creative Design Processes
(3) AMD 495 Senior Design Studio
(3) Select one:
AMD 305 Quality Assurance of Textiles & Apparel
AMD 404 Textile Color Theory
AMD 431 Apparel Production Management

(9) Select three (3) classes from:
ACCT 284 Financial Accounting
AESHM 222 Creative Thinking & Problem Solving
AESHM 272 Fashion Show Production & Promotion
AESHM 340 Hospitality & Apparel Marketing Strategies
or
MKT 340 Principles of Marketing
AESHM 377 Brand Management & Promotions
AESHM 470 Supervised Professional Internship
AESHM 472 Fashion Show Management
AESHM 474 Entrepreneurship in Human Sciences
AMD 257 Museum Studies
AMD 305 Quality Assurance of Textiles & Apparel
AMD 328 Design Seminar
AMD 354 History of European & North American Dress
AMD 356 History of 20th Century Fashion
AMD 362 Cultural Perspectives of Dress
AMD 404 Textile Color Theory
AMD 431 Apparel Production Management
AMD 467 Consumer Behavior
AMD 490 Independent Study
AMD 496 Fashion Forecasting & Product Development
AMD 499 Undergraduate Research
SCM 301 Supply Chain Management
THTRE 255 Introduction to Theatrical Production
THTRE 357 Stage Make-up
Any art history, art integrated studio, or design studies

(3) Select one (1) class from:
AMD 354 History of European & North American Dress
AMD 356 History of 20th Century Fashion
AMD 362 Cultural Perspectives of Dress
(45) **Product Development and Sourcing Primary Option**

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<td>A ESHM</td>
<td>Hospitality and Apparel Marketing Strategies</td>
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<td>Principles of Marketing</td>
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<td>Patternmaking I: Drafting &amp; Flat Pattern Design</td>
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Select two classes from:
- Any ART Graphic Design or Photography
- Any MGT Management Information Systems
- Any SCM Supply Chain Management

(3) Select one course from:
- A ESHM 222 Creative Thinking & Problem Solving
- A ESHM 377 Brand Management & Promotions
- A ESHM 381 International Field Study
- A ESHM 470 Supervised Professional Internship
- A ESHM 474 Entrepreneurship in Human Sciences
- A ESHM 477 Multi-channel Retailing
- A M D 278 Fashion Illustration
- A M D 404 Textile Color Theory
- A M D 475 Retail Information Analysis
- A M D 490 Independent Study
- A M D 499 Undergraduate Research
- Study Abroad

One semester of one foreign language

Select one course from:
- A ESHM 342 Aesthetics of Consumer Experience
- A M D 354 History of European & North American Dress
- A M D 356 History of 20th Century Fashion
- A M D 362 Cultural Perspectives of Dress

(34) **Merchandising Primary Option**

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<td>A M D</td>
<td>Cultural Perspectives of Dress</td>
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Select two classes from:
- A ESHM 222 Creative Thinking & Problem Solving
- A ESHM 272 Fashion Show Production & Promotion
- A ESHM 287 Principles of Management in Human Sciences
- A ESHM 342 Aesthetics of Consumer Experience
- A ESHM 381 International Field Study
- A ESHM 421 Developing Global Leadership

Secondary Option for Merchandising

In consultation with your adviser, select a secondary option area with 9 credits (3 classes)

**Entrepreneurship & Business**

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<td>Legal Environment of Business</td>
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<td>Managerial Accounting</td>
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<td>Principles of Management in Human Sciences</td>
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<td>A M D</td>
<td>History of 20th Century Fashion</td>
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**Magazine, Advertising, & Web**

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<td>Advertising Campaigns</td>
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<td>ENGL</td>
<td>Free-lance Writing for Popular Magazines</td>
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<td>Rhetorical Website Design</td>
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<td>JL MC</td>
<td>Reporting &amp; Writing for the Mass Media</td>
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<td>Visual Principles for Mass Communicators</td>
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<td>Fundamentals of Photojournalism</td>
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<td>Contemporary Magazine Publishing</td>
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<td>JL MC</td>
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**Human Resource Management & Communications**

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<td>SOC</td>
<td>Sociology of Work</td>
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Museums & the Business of Art
(9) Select 3 classes from:
Any Anthropology, Art History, History
AESHM 470N Supervised Professional Internship: Apparel
A M D 257 Museum Studies
A M D 354 History of European & North American Dress
A M D 356 History of 20th Century Fashion
A M D 362 Cultural Perspectives of Dress
A M D 490M Independent Study: Museums
ENGL 309 Report & Proposal Writing
EVENT 271 Introduction to Event Management
Approved Study Abroad classes in Art Management, Art Business, & Museums

International Business
(9) Select 3 classes from:
Any foreign language
AESHM 211 Leadership Experiences & Development (LEAD)
AESHM 381 International Field Study
AESHM 421 Developing Global Leadership: Maximizing Human Potential
ECON 102 Principles of Macroeconomics
ECON 355 International Trade & Finance
INTST 235 Introduction to International Studies
INTST 446 International Issues & Challenges in Sustainable Development
MKT 488 Global Marketing
MGMT 414 International Management
SCM 301 Supply Chain Management

Fashion Marketing & Visual Merchandising/Styling
(9) Select 3 classes from:
Approved Marketing class
AESHM 222 Creative Thinking & Problem Solving
AESHM 272 Fashion Show Production & Promotion
AESHM 342 Aesthetics of Consumer Experience
AESHM 472 Fashion Show Management
AESHM 474 Entrepreneurship in Human Sciences
A M D 278 Fashion Illustration
A M D 321 Computer Integrated Textile & Fashion Design
ENGL 313 Rhetorical Website Design
ENGL 314 Technical Communication
Approved Study Abroad courses in Styling, Photography, Digital Retailing, or Visual Merchandising

Fashion Promotions, Publicity, Public Relations, & Fashion Shows
(9) Select 3 classes from:
Approved Photography class
AESHM 222 Creative Thinking and Problem Solving
AESHM 272 Fashion Show Production & Promotion
AESHM 342 Aesthetics of Consumer Experience
AESHM 472 Fashion Show Management
A M D 278 Fashion Illustration
A M D 321 Computer Integrated Textile & Fashion Design
ADVRT 230 Advertising Principles
ADVRT 301 Research & Strategic Planning for Advertising & Public Relations
EVENT 271 Introduction to Event Management
EVENT 371 Conference & Meeting Planning
EVENT 471 Special Events Coordination
P R 220 Principles of Public Relations
P R 305 Publicity Methods
P R 321 Public Relations Writing
Approved Photography class