

# 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
	SP CM	212	Fundamentals of Public Speaking

### (9-10) BIOLOGICAL & PHYSICAL SCIENCES, & MATHEMATICAL DISCIPLINES

(3)	Mathematics (MATH 150 recommended for merchandising)		
(3)	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)	A M D	165	Dress and Diversity in Society
(3)	Select from human sciences list, including A M D 362		

### (9) HUMANITIES

(3)	Select one class from:		
	A M D	354	History of European & North American Dress
	A M D	356	History of 20 <sup>th</sup> 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)	A M D	131	Overview of the Fashion Industry
(4)	A M D	204	Textile Science
(3)	A M D	210	Computer Applications in Digital Design & Data Management
(4)	A M D	231	Product Development & Manufacturing
(3)	A M D	245	Aesthetics & Brand Image
(3)	AESHM	275	Retail Merchandising
(3)	A M D	372	Sourcing & Global Issues

### Primary Options

Select one professional primary option from the following two choices:

#### (45) Creative and Technical Design Primary Option

(2)	A M D	178	Introduction to Apparel Design Studio
(3)	A M D	221	Apparel Assembly Processes
(3)	A M D	225	Patternmaking I: Drafting & Flat Pattern
(3)	A M D	278	Fashion Illustration
(1)	A M D	301	Basic Design Concepts Review
(3)	A M D	321	Computer Integrated Textile & Fashion Design
(3)	A M D	325	Patternmaking II: Draping
(3)	A M D	415	Technical Design Processes
(3)	A M D	426	Creative Design Processes
(3)	A M D	495	Senior Design Studio
(3)	Select one:		
	A M D	305	Quality Assurance of Textiles & Apparel
	A M D	404	Textile Color Theory
	A M D	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
	A M D	257	Museum Studies
	A M D	305	Quality Assurance of Textiles & Apparel
	A M D	328	Design Seminar
	A M D	354	History of European & North American Dress
	A M D	356	History of 20 <sup>th</sup> Century Fashion
	A M D	362	Cultural Perspectives of Dress
	A M D	404	Textile Color Theory
	A M D	431	Apparel Production Management
	A M D	467	Consumer Behavior
	A M D	490	Independent Study
	A M D	496	Fashion Forecasting & Product Development
	A M D	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:		
	A M D	354	History of European & North American Dress
	A M D	356	History of 20 <sup>th</sup> Century Fashion
	A M D	362	Cultural Perspectives of Dress

**(45) Product Development and Sourcing Primary Option**

(2)	A M D	178	Introduction to Apparel Design Studio
(3)	AESHM	340	Hospitality and Apparel Marketing Strategies
	MKT	340	Principles of Marketing
(3)	A M D	221	Apparel Assembly Processes
(3)	A M D	225	Patternmaking I: Drafting & Flat Pattern
(3)	A M D	321	Computer Integrated Textile & Fashion Design
(3)	A M D	305	Quality Assurance of Textiles & Apparel
(4)	A M D	376	Merchandise Planning & Control
(3)	A M D	415	Technical Design Processes
(3)	A M D	431	Apparel production Management
(3)	A M D	467	Consumer Behavior
(3)	A M D	496	Fashion Forecasting & Product Development
(3)	ACCT	284	Financial Accounting
(3)	SCM	301	Supply Chain Management
(3)	Select one class from:		
	AESHM	222	Creative Thinking & Problem Solving
	AESHM	377	Brand Management & Promotions
	AESHM	381	International Field Study
	AESHM	470	Supervised Professional Internship
	AESHM	474	Entrepreneurship in Human Sciences
	AESHM	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		
(3)	Select one course from:		
	AESHM	342	Aesthetics of Consumer Experience
	A M D	354	History of European & North American Dress
	A M D	356	History of 20 <sup>th</sup> Century Fashion
	A M D	362	Cultural Perspectives of Dress

**(34) Merchandising Primary Option**

(3)	ACCT	284	Financial Accounting
(3)	AESHM	340	Hospitality & Apparel Marketing Strategies
	MKT	340	Principles of Marketing
(3)	AESHM	377	Brand Management & Promotions
(3)	AESHM	477	Multi-channel Retailing
(4)	A M D	376	Merchandise Planning & Control
(3)	A M D	467	Consumer Behavior
(3)	A M D	475	Retail Information Analysis
(3)	Select one class from:		
	A M D	221	Apparel Assembly Processes
	A M D	278	Fashion Illustration
	A M D	305	Quality Assurance of Textiles & Apparel
	A M D	321	Computer Integrated Textile & Fashion Design
	A M D	404	Textile Color Theory
	A M D	431	Apparel Production Management
	A M D	496	Fashion Forecasting & Product Development
(3)	Select one class from:		
	AESHM	342	Aesthetics of Consumer Experience
	A M D	257	Museum Studies
	A M D	354	History of European & North American Dress
	A M D	356	History of 20 <sup>th</sup> Century Fashion
	A M D	362	Cultural Perspectives of Dress
(6)	Select two classes from:		
	AESHM	222	Creative Thinking & Problem Solving
	AESHM	272	Fashion Show Production & Promotion
	AESHM	287	Principles of Management in Human Sciences
	AESHM	342	Aesthetics of Consumer Experience
	AESHM	381	International Field Study
	AESHM	421	Developing Global Leadership

AESHM	438	Human Resource Management
AESHM	470	Supervised Professional Internship
AESHM	472	Fashion Show Management
AESHM	474	Entrepreneurship in Human Sciences
A M D	257	Museum Studies
A M D	278	Fashion Illustration
A M D	305	Quality Assurance of Textiles & Apparel
A M D	354	History of European & North American Dress
A M D	356	History of 20 <sup>th</sup> Century Fashion
A M D	362	Cultural Perspectives of Dress
A M D	404	Textile Color Theory
A M D	431	Apparel Production Management
A M D	490	Independent Study
A M D	496	Fashion Forecasting & Product Development
A M D	499	Undergraduate Research

**Secondary Option for Merchandising**

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

Entrepreneurship & Business

(9)	Select 3 classes from:		
	ACCT	215	Legal Environment of Business
	ACCT	285	Managerial Accounting
	AESHM	211	Leadership Experiences & Development (LEAD)
	BUSAD	250	Introduction to Business
	FIN	301	Principles of Finance
	MIS	301	Management Information Systems
	MKT	340	Principles of Marketing
	MGMT	310	Entrepreneurship & Innovation
	MGMT	313	Feasibility Analysis & Business Planning
	MGMT	370	Management of Organizations
	SCM	301	Supply Chain Management

Magazine, Advertising, & Web

(9)	Select 3 classes from:		
	ADVRT	230	Advertising Principles
	ADVRT	301	Research & Strategic Planning for Advertising & Public Relations
	ADVRT	334	Advertising Creativity
	ADVRT	434	Advertising Campaigns
	ENGL	303	Free-lance Writing for Popular Magazines
	ENGL	313	Rhetorical Website Design
	JL MC	201	Reporting & Writing for the Mass Media
	JL MC	242	Visual Principles for Mass Communicators
	JL MC	310	Fundamentals of Photojournalism
	JL MC	341	Contemporary Magazine Publishing
	JL MC	490	Independent Study in Communication
	Any ART Graphic Design or Photography		

Human Resource Management & Communications

(9)	Select 3 classes from:		
	AESHM	211	Leadership Experiences & Development (LEAD)
	AESHM	287	Principles of Management in Human Sciences
	AESHM	421	Developing Global Leadership: Maximizing Human Potential
	AESHM	438	Human Resource Management
	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
	MGMT	370	Management of Organizations
	MGMT	371	Organizational Behavior
	PSYCH	450	Industrial Psychology
	SOC	380	Sociology of Work

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 20 <sup>th</sup> 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:

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