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

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) 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 AMD 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:

(41) 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
(3) 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 329 Digital Textiles Apparel
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

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

(2)  
A M D 178 Introduction to Apparel Design Studio

(3)  
AESHM 340 Hospitality and Apparel Marketing Strategies

or

MKT 340 Principles of Marketing

(3)  
A M D 221 Apparel Assembly Processes

(3)  
A M D 225 Patternmaking I: Drafting & Flat Pattern Design

(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

Select one course 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

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 20th Century Fashion

A M D 362 Cultural Perspectives of Dress

A M D 364 History of European & North American Dress

A M D 365 Quality Assurance of Textiles & Apparel

A M D 367 History of 20th Century Fashion

A M D 368 Cultural Perspectives of Dress

A M D 369 History of European & North American

A M D 370 Quality Assurance of Textiles & Apparel

A M D 431 Apparel Production Management

A M D 432 Fashion Forecasting & Product Development

A M D 499 Undergraduate Research

(37)  
Merchandising Primary Option

(3)  
ACCT 284 Financial Accounting

(3)  
AESHM 340 Hospitality & Apparel Marketing Strategies

or

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

Select one course from:

AESHM 474 Entrepreneurship in Human Sciences

A M D 178 Introduction to Apparel Design Studio

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

Select one course 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 20th Century Fashion

A M D 362 Cultural Perspectives of Dress

A M D 368 History of European & North American Dress

A M D 370 Quality Assurance of Textiles & Apparel

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:
- Anthropology, Art History, History
- Supervised Professional Internship: Apparel
- Museum Studies
- History of European & North American Dress
- History of 20th Century Fashion
- Cultural Perspectives of Dress
- Independent Study: Museums
- Introduction to Event Management
- Report & Proposal Writing
- Approved Study Abroad classes in Art Management, Art Business, & Museums

### Fashion Marketing, Sales, & Visual Merchandising/Styling

(9) Select 3 classes from:
- Creative Thinking & Problem Solving
- Fashion Show Production & Promotion
- Aesthetics of Consumer Experience
- Fashion Show Management
- Introduction to Apparel Design Studio
- Fashion Illustration
- Computer Integrated Textile & Fashion Design
- Rhetorical Website Design
- Technical Communication
- Approved Study Abroad courses in Styling, Photography, Digital Retailing, or Visual Merchandising

### International Business

(9) Select 3 classes from:
- Leadership Experiences & Development (LEAD)
- International Field Study
- Developing Global Leadership: Maximizing Human Potential
- Principles of Macroeconomics
- International Trade & Finance
- Introduction to International Studies
- International Issues & Challenges in Sustainable Development
- Global Marketing
- International Management
- Supply Chain Management

### Fashion Promotions, Publicity, Public Relations, & Fashion Shows

(9) Select 3 classes from:
- Advertising Principles
- Research & Strategic Planning for Advertising & Public Relations
- Introduction to Event Management
- Conference & Meeting Planning
- Special Events Coordination
- Principles of Public Relations
- Publicity Methods
- Public Relations Writing
- Approved Photography class