

EVENT MANAGEMENT

Iowa State University 2015-16 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, & Electronic Comp.
*Minimum grade of C is required in ENGL 150 and 250
- (1) LIB 160 Information Literacy
- (3) Select one (1) COMMUNICATION course from:
COMST 102 Introduction to Interpersonal Comm.
COMST 214 Professional Communication
SPCM 212 Fundamentals of Public Speaking

(10) NATURAL SCIENCES and MATH DISCIPLINES

- (3) Select one (1) MATH course from:
MATH 104 Introduction to Probability
MATH 105 Introduction to Mathematical Ideas
MATH 140 College Algebra
MATH 150 Discrete Math for Business & Soc Sci.
MATH 160 Survey of Calculus
- (4) STAT 101 Principles of Statistics
- (3) NATURAL SCIENCES
Select from: Astronomy, Biology, Biochemistry, Chemistry, Ecology, Entomology, Environmental Science, Environmental Studies, FSHN101 (Food & the Consumer), FSHN 167 (Human Nutrition), Genetics, Geology, Meteorology, Horticulture, Microbiology, Physics, or A M D 204 (Textile Science)

(9) SOCIAL SCIENCES

- (3) ECON 101 Principles of Microeconomics
- (6) Select two (2) courses from:
A M D 165 Dress & Diversity in Society
HDFS 102 Individual & Family Life Development
ECON 102 Principles of Macroeconomics
PSYCH 101 Introduction to Psychology
PSCYH 230 Developmental Psychology
PSYCH 280 Social Psychology
SOC 134 Introduction to Sociology

(6-8) HUMANITIES

World Languages & Culture class (Foreign language) suggested OR select courses from: African American Studies, American Indian Studies, Anthropology, Art History, Classical Studies, CMDIS 286, History, INTST 235, Literature, Philosophy, Religious Studies, Music or Dance Appreciation, Women's Studies, Theater

(10-15) GENERAL ELECTIVES

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(43-46) PROFESSIONAL COURSES

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| March 2015 | (3) | ACCT 284 | Financial Accounting |
| | (1) | AESHM 112 | Orientation for AESHM |
| (2) | AESHM 113 | Professional Development for AESHM | |
| (3) | HSP M 101 | Intro to Hospitality Industry | |
| (2) | AESHM 175D | 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 342 | Aesthetics of Consumer | |
| (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 one from: | | |
| | ACCT 215 | Legal Environment of Business | |
| | HSP M 315 | Hospitality Law | |

(30) "30 CATEGORY" (Choose 30 credits from the selection below)

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| ADVRT 230 | Advertising Principles |
| ADVRT 301 | Research & Strategic Planning for Advertising & PR |
| AESHM 170 | Supervised Work Experience I (1 cr.) |
| AESHM 211 | Leadership Experiences & Development (LEAD) |
| AESHM 222 | Creative Thinking and Problem Solving |
| AESHM 270F | Work Experience II: Event Mgmt. (1-2 crs.) |
| AESHM 272 | Fashion Show Production and Promotions (2 crs.) |
| AESHM 275 | Retail Merchandising |
| AESHM 377 | Brand Management and Promotions |
| AESHM 379 | Comm. Leadership: Exam of Soc. Issues |
| AESHM 421 | Developing Global Leadership: Max. Human Potential |
| AESHM 472 | Fashion Show Management |
| A M D 257 | Museum Studies |
| A M D 467 | Consumer Behavior |
| ARTIS 212 | Studio Fundamentals: Computers (2 crs.) |
| EVENT 289 | Private Club Operations (2 crs.) |
| EVENT 320 | Attractions & Amusement Park Admin. |
| EVENT 333 | Entertainment Venue Management |
| EVENT 373 | Wedding Planning & Management |
| FS HN 111 | Fundamentals of Food Preparation (1 cr.) |
| FS HN 115 | Food Preparation Lab (2 crs.) |
| HSP M 260 | Global Tourism Management |
| HSP M 333 | Hospitality Operations Cost Controls |
| HSP M 380 | Quantity Food Production Management |
| HSP M 380L | Quantity Food Prod. & Service Mgmt. Exp. (2 crs.) |
| HSP M 383 | Introduction to Wine, Beer, & Spirits (2 crs.) |
| HSP M 383L | Introduction to Wine, Beer, & Spirits Lab (1 cr.) |
| HSP M 487 | Fine Dining Management |
| PR 220 | Principles of Public Relations |
| PR 305 | Publicity Methods |
| MGMT 370 | Management of Organizations |
| SP CM 312 | Business & Professional Speaking |

A grade of C- or better is needed in all AESHM and EVENT classes