

REQUIREMENTS:

- 123 total semester credit hours required
- A grade of C- or better is needed in all AESHM and EVENT classes

EVENT MANAGEMENT

Iowa State University 2016-17 Catalog

(Administered by Apparel, Events, and Hospitality Management)

COMMUNICATIONS and LIBRARY (10 cr.)

- (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

NATURAL SCIENCES and MATH DISCIPLINES (9-10 cr.)

- (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
- (3-4) Select one from:
 STAT 101 Principles of Statistics
 STAT 104 Introduction to 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)

SOCIAL SCIENCES (9 cr.)

- (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

HUMANITIES (6-8 cr.)

- (6-8) 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

GENERAL ELECTIVES (12-18 cr.)

_____ () _____ ()
 _____ () _____ ()
 _____ () _____ ()

US Diversity Requirement _____

International Perspectives Requirement _____

CORE COURSES (23-26 cr.)

- (3) EVENT 271 Intro to Event Management
 (2) EVENT 289 Private Club Operations
 (3) EVENT 371 Conference and Meeting Planning
 (3) EVENT 471 Special Events Coordination
 (3) HSP M 101 Intro to Hospitality Industry
 (3) HSP M 260 Global Tourism Management
 (3-6) AESHM 470F Supervised Professional Internship
 (3) AESHM 474 Entrepreneurship in Human Sciences

PROFESSIONAL COURSES (24 cr.)

- (3) ACCT 284 Financial Accounting
 (1) AESHM 112 Orientation for AESHM
 (1) AESHM 113E Professional Development for AESHM
 (2) AESHM 175D Intro to AESHM Formulas
 (3) AESHM 287 Principles of Mgmt. in Human Sciences
 (1) AESHM 311E Seminar on Careers and Internships
 (3) AESHM 342 Aesthetics of Consumer Experience
 (3) AESHM 340 Marketing Strategies
 (1) AESHM 411E Seminar on Current Issues
 (3) AESHM 438 Human Resource Management
 (3) Select one from:
 ACCT 215 Legal Environment of Business
 HSP M 315 Hospitality Law

EVENT MANAGEMENT ELECTIVES (24 cr.)

- 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. (2 cr.)
 AESHM 272 Fashion Show Production and Promotions (2 cr.)
 AESHM 381 International Field Trip (1 cr.)
 AESHM 421 Developing Global Leadership: Max. Human Potential
 AESHM 470F Supervised Prof. Internship (3-6 cr.) (*Repeated*)
 AESHM 472 Fashion Show Management
 A M D 257 Museum Studies
 A M D 275 Retail Merchandising
 A M D 377 Brand Management and Promotions
 A M D 467 Consumer Behavior
 ARTIS 212 Studio Fundamentals: Computers (2 cr.)
 EVENT 203x Event Sophomore Mentorship (2 cr.)
 EVENT 320 Attractions & Amusement Park Admin.
 EVENT 328x Incentive Meeting Management
 EVENT 333 Entertainment Venue Management
 EVENT 373 Wedding Planning & Management
 EVENT 378x Sustainable Event Management
 EVENT 379x Community and Nonprofit Event Management
 EVENT 423x International Meetings and Conferences Mgmt.
 HSP M 383 Introduction to Wine, Beer, & Spirits (2 crs.)
 HSP M 383L Introduction to Wine, Beer, & Spirits Lab (1 cr.)
 PR 220 Principles of Public Relations
 PR 305 Publicity Methods