

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 2018-19 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 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
 ECON 102 Principles of Macroeconomics
 HDFS 102 Individual & Family Life Development
 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, DSN S 183, History, INTST 235, Literature, Philosophy,
 Religious Studies, Music or Dance Appreciation, Women's
 Studies, Theater

GENERAL ELECTIVES (12-18 cr.)

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US Diversity Requirement _____

International Perspectives Requirement _____

CORE COURSES (15-18 cr.)

- (3) EVENT 271 Intro to Event Management
 (3) EVENT 367 Event Sales
 (3) EVENT 371 Conference and Meeting Planning
 (3) EVENT 471 Special Events Coordination
 (3-6) AESHM 470F Supervised Professional Internship

PROFESSIONAL COURSES (33 cr.)

- (3) ACCT 284 Financial Accounting
 (1) AESHM 112 Orientation for AESHM
 (1) AESHM 113E Prof. Dev. for Event & Hsp M (*FRESHMEN*)
 or AESHM 213 Transitions: Pre-Prof. Strat. & Career Explr.
 (2) AESHM 175D Intro to AESHM Formulas
 (3) HSP M 101 Intro to Hospitality Industry
 (3) HSP M 260 Global Tourism Management
 (3) AESHM 287 Principles of Mgmt. in Human Sciences
 (1) AESHM 311E Seminar on Careers and Internships
 (3) AESHM 340 Marketing Strategies
 (3) AESHM 342 Aesthetics of Consumer Experience
 (1) AESHM 411E Seminar on Current Issues
 (3) AESHM 438 Human Resource Management
 (3) AESHM 474 Entrepreneurship in Human Sciences
 (3) Select one from: ACCT 215 Legal Envir. of Business
 HSP M 315 Hospitality Law

EVENT MANAGEMENT ELECTIVES (24 cr.)

- (3) ADVRT 230 Advertising Principles
 (3) ADVRT 301 Research & Strategic Planning for Advt. & PR
 (1) AESHM 170 Supervised Work Experience I
 (1) AESHM 180E Field Study: Event and Hospitality Mgmt.
 (3) AESHM 211 Leadership Experiences & Development
 (3) AESHM 222 Creativity on Demand
 (2) AESHM 270F Work Experience II: Event Mgmt.
 (2) AESHM 272 Fashion Show Production and Promotions
 (1-3) AESHM 381 International Field Trip
 (3) AESHM 421 Developing Global Leadership
 (3-6) AESHM 470F Supervised Prof. Internship (*when repeated*)
 (3) A M D 257 Museum Studies
 (3) A M D 275 Retail Merchandising
 (3) A M D 377 Brand Management and Promotions
 (2) ARTIS 212 Studio Fundamentals: Computers
 (2) EVENT 203x Event Mgmt. Sophomore Mentorship
 (2) EVENT 212x Digital Production in Event Management
 (3) EVENT 277x Intro. to Digital Promotion in Event Mgmt.
 (3) EVENT 289 Contemporary Club Management
 (3) EVENT 320 Attractions & Amusement Park Admin.
 (3) EVENT 328 Incentive Meeting Management
 (3) EVENT 333 Entertainment Venue Management
 (3) EVENT 373 Wedding Planning & Management
 (3) EVENT 378 Sustainable Event Management
 (3) EVENT 379 Community and Nonprofit Event Mgmt.
 (3) EVENT 423 Int'l Meetings & Conferences Mgmt.
 (3) EVENT 485x Event Management Production
 (2) HSP M 383 Introduction to Wine, Beer, & Spirits
 (1) HSP M 383L Introduction to Wine, Beer, & Spirits Lab
 (3) HSP M 431 Case Studies in Event Management
 (3) HSP M 437 Hospitality Information Technology
 (1) HORT 131 Floral Design
 (3) KIN 399 Recreational Sport Management
 (3) PR 220 Principles of Public Relations
 (3) PR 305 Publicity Methods