

# APPAREL, MERCHANDISING, & DESIGN

## Iowa State University 2023-24 Catalog

Administered by the Apparel, Events, and Hospitality Department

123 total credits required for a Bachelor of Science in Apparel, Merchandising, and Design (AMD).

Grade of C or better required in ENGL 150 and ENGL 250.

Grade of C- or better required for all AMD and AESHM courses.

### UNIVERSITY REQUIREMENTS:

**International Perspectives:** 3 credits

**U.S. Diversity:** 3 credits

*Both can be found [here](#). No courses may be applied to more than one degree requirement except those used to meet International Perspectives and U.S. Diversity requirements.*

### GENERAL EDUCATION COURSES:

COMMUNICATIONS AND LIBRARY (10)			
(3)	ENGL	150	Critical Thinking & Communication
(3)	ENGL	250	Written, Oral, Visual, & Electronic Composition
(1)	LIB	160	Introduction to College Level Research
(3)	Select one (1) class from:		
	COMST	210	Communication & U.S. Diversity
	COMST	214	Professional Communication
	COMST	218	Conflict Management
	SP CM	212	Fundamentals of Public Speaking

NATURAL SCIENCE AND MATH (9-12)			
(3)	Select one (1) class from:		
	MATH	104	Introduction to Probability
	MATH	105	Introduction to Mathematical Ideas
	MATH	140	College Algebra
	MATH	143	Preparation for Calculus
	MATH	150	Discrete Mathematics for Business & Social Sciences
	MATH	151	Calculus for Business & Social Sciences
	<i>Merchandising &amp; Retail Analytics: Recommended MATH 150</i>		
(3-5)	<b>Creative &amp; Tech Design, Product Development for Apparel and Soft Goods must take:</b>		
	CHEM	163	College Chemistry
	CHEM	163L	Lab in College Chemistry
	<b>Merchandising &amp; Retail Analytics and Fashion Communications Options select one (1) class from:</b>		
	Departments of ASTRO, BIOL, CHEM, ENV S, GEN, GEOL, MTEOR, PHYS, or FS HN (101 or 167)		
(3-4)	Select one (1) class from:		
	STAT	101	Principles of Statistics
	STAT	104	Introduction to Statistics
	STAT	226	Introduction to Business Statistics I

HUMANITIES AND SOCIAL SCIENCES (15)			
(3)	ECON	101	Principles of Microeconomics
(3)	AMD	165	Dress, Appearance, & Diversity in U.S. Society
(3)	AMD	356	Fashion History II: Mid-19 <sup>th</sup> Century to Present
(3)	Select one (1) class from:		
	ART H or HIST Departments		
	<b>Creative &amp; Tech Design must take ART H</b>		
(3)	Select one (1) class from <a href="#">Humanities &amp; Social Sciences list</a> or one of the following courses:		
	AMD	354	Fashion History I: Prehistoric to Mid-19 <sup>th</sup> Century
	AMD	362	Cultural Perspectives of Global Dress
	AMD	366	History of Menswear
	AMD	458	Queer Fashions: History, Culture, & the Industry
	AESHM	462	Black Lives Matter: Fashion, Politics, and Resistance Movements

### ALL AMD STUDENTS COMPLETE:

AESHM PROFESSIONAL DEVELOPMENT (12-15)			
(1)	AESHM	111	Professional Development for AESHM
(1)	AESHM	111L	Program Orientation, Careers, & Learning Community
(3)	AESHM	211	Leadership Experiences & Development
(1)	AESHM	311N	Seminar on Careers & Internships: AMD
(3)	AESHM	470M	Supervised Professional Internship
	OR		
(3)	AESHM	470N	Supervised Professional Internship
	AND		
(3)	<i>*If internship completed in home state, select 3 credits from:</i>		
	AESHM	280N	Orientation to U.S. Field Study (1 credit)
	AESHM	380N	U.S. Field Study (1-3 credits)
	AESHM	281N	Orientation to International Field Study (1 credit)
	AESHM	381N	International Field Study (1-3 credits)
	AESHM	170N	Work Experience I (1 credit)
	AESHM	180N	First-Year Field Study (1-2 credits)
	AESHM	270N	Work Experience II (1-2 credits)
	AESHM	287	Principles of Management in Human Sciences (3 credits)
	AESHM	421	Developing Global Leadership: Maximizing Human Potential (3 credits)

AMD INTEGRATED CORE (26)			
(3)	AMD	131	Fashion Products & Markets
(4)	AMD	204	Textile Science
(3)	AMD	210	Computer Applications in Digital Design
(4)	AMD	231	Product Development & Manufacturing
(3)	AMD	245	Aesthetics & Brand Image
(3)	AMD	275	Retail Merchandising
(3)	AMD	372	Sourcing & Global Issues
(3)	COM S	113	Computer Applications in Digital Design

<b>FASHION COMMUNICATIONS (36-37)</b>			
(3)	ACCT	284	Financial Accounting
	OR		
(2)	AESHM	175N	Financial Applications for Retail & Hospitality Industries: Retail Merchandising
(3)	AESHM	340	Hospitality & Apparel Marketing Strategies
	OR		
	MKT	340	Principles of Marketing
(3)	AESHM	474	Entrepreneurship in Human Science
(3)	AMD	288	Styling
(4)	AMD	376	Merchandise Planning & Buying
(3)	AMD	377	Visual Presentation & Promotions
(3)	AMD	388	Trend Forecasting
(3)	EVENT	171	Introduction to Event Management
(3)	EVENT	277	Introduction to Digital Promotion in Event Management
(9)	Option "electives" (work with your advisor)		
<i>A minor is required for this option, so talk with your advisor for more information.</i>			

**Fashion Communications Option**  
**Sample 4-Year Plan**

<b>Freshman</b>			
<b>Fall</b>		<b>Spring</b>	
ENGL 150	3	Humanities/Social Science Choice	3
LIB 160	1	AMD 204	4
Math Choice	3	AMD 245	3
AESHM 111	1	EVENT 171	3
AESHM 111L	1	Option "elective"	3
AMD 131	3		
AMD 165	3		
<b>Total</b>	<b>15/15</b>	<b>Total</b>	<b>16/31</b>

<b>Sophomore</b>			
<b>Fall</b>		<b>Spring</b>	
ENGL 250	3	ECON 101	3
AMD 210	3	AESHM 211	3
AMD 275	3	ACCT 284	3
COM S 113	3	AMD 376	4
Minor Class #1	3	EVENT 277 (spring only)	3
<b>Total</b>	<b>15/46</b>	<b>Total</b>	<b>16/62</b>

<b>Junior</b>			
<b>Fall</b>		<b>Spring</b>	
Science Choice	3	STAT 101	4
AESHM 311N	1	Internship Alternative*	3
AMD 231	4	AMD 356 (spring only)	3
AMD 288	3	AMD 377	3
AESHM 340 or MKT 340	3	AMD 388	3
Minor Class #2	3		
<b>Total</b>	<b>17/79</b>	<b>Total</b>	<b>16/95</b>

<b>Senior</b>			
<b>Fall</b>		<b>Spring</b>	
COMST/SP CM Choice	3	ART H/HIST Choice	3
AMD 372	3	AESHM 474	3
Minor Class #3	3	Minor Class #5*	3
Minor Class #4*	3	Elective	3
Elective	1		
<b>Total</b>	<b>13/111</b>	<b>Total</b>	<b>12/123</b>

\*Some credits can be shared between a major and minor, so some minor classes can count towards the option "electives" needed.

<b>Summer</b>			
AESHM 470N	3	*Complete only if internship is in home state	
<b>Total</b>	<b>3/98</b>		