

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 & Retail Analytics: Recommended MATH 150</i>		
(3-5)	Creative & Tech Design, Product Development for Apparel and Soft Goods Options must take:		
	CHEM	163	College Chemistry
	CHEM	163L	Lab in College Chemistry
	Merchandising & Retail Analytics and Fashion Communications Options select one (1) class from:		
	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 th Century to Present
(3)	Select one (1) class from:		
	ART H or HIST Departments		
	Creative & Tech Design must take ART H		
(3)	Select one (1) class from Humanities & Social Sciences list or one of the following courses:		
	AMD	354	Fashion History I: Prehistoric to Mid-19 th 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		
	<i>*If internship completed in home state, select 3 credits from:</i>		
(3)	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

MERCHANDISING & RETAIL ANALYTICS (43)			
(3)	ACCT	284	Financial Accounting
(3)	AESHM	340	Hospitality & Apparel Marketing Strategies
	OR		
	MKT	340	Principles of Marketing
(3)	AESHM	474	Entrepreneurship in Human Science
(3)	AMD	375	Omni-Channel Retailing
(4)	AMD	376	Merchandise Planning & Buying
(3)	AMD	377	Visual Presentation & Promotions
(3)	AMD	388	Trend Forecasting
(3)	AMD	467	Consumer Studies in Apparel & Fashion Products
(3)	AMD	475	Retail Information Analysis
(3)	DS	201	Introduction to Data Science
(12)	Option "electives" (work with your advisor)		

Merchandising & Retail Analytics Option
Sample 4-Year Plan

Freshman			
Fall		Spring	
ENGL 150	3	ECON 101	3
LIB 160	1	AMD 204	4
Math Choice	3	AMD 245	3
AESHM 111	1	COM S 113	3
AESHM 111L	1	Option "elective"	3
AMD 131	3		
AMD 165	3		
Total	15/15	Total	16/31

Sophomore			
Fall		Spring	
ENGL 250	3	AMD 356 (spring only)	3
ART H/HIST Choice	3	AESHM 211	3
AMD 210	3	AMD 231	4
AMD 275	3	AESHM 340 or MKT 340	3
ACCT 284	3	DS 201	3
Total	15/46	Total	16/62

Junior			
Fall		Spring	
Science Choice	3	STAT 101	4
AESHM 311N	1	Internship Alternative*	3
AMD 376	4	AMD 375 (spring only)	3
AMD 377	3	AMD 475	3
AMD 388	3	Option "elective"	3
Option "elective"	3		
Total	17/79	Total	16/95
Summer			
AESHM 470N	3	*Complete only if internship is in home state	
Total	3/98		

Senior			
Fall		Spring	
Humanities/Social Science Choice	3	COMST/SP CM Choice	3
AMD 372	3	AESHM 474	3
AMD 467 (fall only)	3	Option "elective"	3
Elective(s)	4	Elective	3
Total	13/111	Total	12/123