

# Apparel, Events, and Hospitality Management

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The **Department of Apparel, Events, and Hospitality Management (AESHM)** prepares students in interdisciplinary areas including apparel design and product development, leadership and on-site management, event planning, entrepreneurship, and multi-channel retailing.

## UNDERGRADUATE PROGRAMS

- Bachelor of Science, 5-year B.S. and M.S., and minors in Apparel, Merchandising, and Design; Entrepreneurial Studies; Event Management; Hospitality Management
- Certificate in Merchandising

## GRADUATE PROGRAMS

- Master of Science (M.S., thesis and non-thesis options) and Doctor of Philosophy (Ph.D.) in Apparel, Merchandising, and Design (campus and hybrid options for Ph.D.)
- M.S. and Ph.D. in Hospitality Management (campus and hybrid options for Ph.D.)

## STUDENT BODY

- 963 undergraduate students
- 106 graduate students

## ON THE CUTTING EDGE

- Fashion-Schools.org ranks Iowa State No. 7 in fashion design nationally and No. 4 in fashion merchandising. Iowa State's fashion design component carries National Association of Schools in Art and Design accreditation.
- AESHM is home to experiential learning as students work on one of the nation's largest student-produced fashion events, the ISU Fashion Show. Students made and sold more than 14,000 cherry pies in 2013 as part of our annual tradition that dates back to 1921. The Entrepreneurship Showcase features students' Main Street Iowa consulting projects and business proposals, as well as a business-pitch contest.
- More than 200 ISU students work as interns each year for international companies in the apparel, hospitality, and event industries. They also participate in the AESHM Internship Fair to mentor and network with other students in the major, college, and university.
- The event management program, established in 2011, is among the fastest-growing majors with more than 450 students. This program features a hands-on learning approach to event planning and is the only four-year event management program in the Midwest.
- Apparel faculty lead peer universities in professional output at the annual International Textile and Apparel Association conference.
- The Hospitality Management program is ranked among the top 15 hospitality and tourism programs by the Journal of Hospitality & Tourism Research – and ranks No. 10 according to TheBestSchools.org.
- Innovative, blended-delivery versions of the hospitality management and apparel doctoral programs combine online courses and face-to-face summer sessions.