

EVENT MANAGEMENT

Iowa State University 2014-15 Catalog

(Administered by Apparel, Events, and Hospitality Management)

123 total semester credits required

(10) COMMUNICATIONS and LIBRARY

- (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

(10) NATURAL SCIENCES and MATHEMATICAL DISCIPLINES

- (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
- (4) STAT 101 Principles of 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)

(9) SOCIAL SCIENCES

- (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

(9-11) HUMANITIES

- (3) Select one (1) course from:
AESHM 342 Aesthetics of Consumer Experience
A M D 257 Museum Studies
A M D 354 History of Eur. & N. American Dress
A M D 356 History of 20th Century Fashion
A M D 362 Cultural Perspectives of Dress
- (6-8) World Languages & Culture class (Foreign language) suggested OR select courses from: African American Studies, American Indian Studies, Anthropology, Art History, Classical Studies, History, Literature, Philosophy, Religious Studies, Music or Dance Appreciation, Women's Studies, Theater

(10-15) GENERAL ELECTIVES

- _____ () _____ ()
 _____ () _____ ()
 _____ () _____ ()

(40-43) PROFESSIONAL COURSES

- (3) ACCT 284 Financial Accounting
- (1) AESHM 112 Orientation for AESHM
- (2) AESHM 113 Professional Development Lab for AESHM
- (3) HRI 101 Intro to Hospitality Industry
- (2) AESHM 175D Intro to AESHM Formulas
- (3) EVENT 271 Intro to Event Management
- (3) AESHM 287 Principles of Mgmt. in Human Sciences
- (1) AESHM 311 Seminar on Careers and Internships
- (3) AESHM 340 Marketing Strategies
- (3) EVENT 371 Conference and Meeting Planning
- (1) AESHM 411 Seminar on Current Issues
- (3) EVENT 471 Special Events Coordination
- (3-6) AESHM 470F Supervised Professional Internship
- (3) AESHM 474 Entrepreneurship in Human Sciences
- (3) AESHM 438 Human Resource Management
- (3) Select from:
ACCT 215 Legal Environment of Business
HRI 315 Hospitality Law

“30 CATEGORY”

(30) Select from:

- 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 Supervised Work Experience II: Event Mgmt. (1 cr.)
- AESHM 272 Fashion Show Production and Promotions
- AESHM 275 Retail Merchandising
- AESHM 377 Brand Management and Promotions
- AESHM 379 Comm. Leadership: Exam of Soc. Issues
- AESHM 421 Developing Global Leadership: Max. Human Potential
- AESHM 472 Fashion Show Management
- A M D 467 Consumer Behavior
- ARTIS 212 Studio Fundamentals: Computers (2 crs.)
- EVENT 289 Private Club Operations (2 crs.)
- EVENT 333 Entertainment Venue Management
- EVENT 373 Wedding Planning & Management
- FS HN 111 Fundamentals of Food Preparation (1 cr.)
- FS HN 115 Food Preparation Lab (2 crs.)
- HRI 260 Global Tourism Management
- HRI 320 Attractions & Amusement Park Admin.
- HRI 333 Hospitality Operations Cost Controls
- HRI 380 Quantity Food Production Management
- HRI 380L Quantity Food Production and Service Management Experience (2 crs.)
- HRI 383 Introduction to Wine, Beer, & Spirits (2 crs.)
- HRI 383L Introduction to Wine, Beer, & Spirits Lab (1 cr.)
- HRI 487 Fine Dining Management
- PR 220 Principles of Public Relations
- PR 305 Publicity Methods
- MGMT 370 Management of Organizations
- SP CM 312 Business & Professional Speaking

A grade of C- or better is needed in all AESHM and EVENT classes