IOWA STATE UNIVERSITY

Apparel, Events, and Hospitality Management

B.S. Degree in Event Management

aeshm.hs.iastate.edu

Des Moines Area CC/Iowa State University 2023-24

Total Credits = 126

| Semester 1 | | | SHME | N YEAR | Semester 2 | | |
|----------------|-----------------------|---------------|------|---------|--------------------|-----------|----|
| CC Course Work | | ISU CC Course | | e Work | ISU | | |
| ECN130 | Microeconomics | ECON1010 | 3 | BIO 151 | Nutrition | FSHN1670 | 3 |
| ENG105 | Composition I | ENGL1500 | 3 | BUS185 | Business Law | ACCT2150 | 3 |
| GLS235 | International Studies | INTST2350 | 3 | ENG106 | Composition II | ENGL2500 | 3 |
| MAT121 | College Algebra | MATH1400 | 3 | MGT101 | Management | AESHM2870 | 3 |
| PSY111 | Intro. To Psychology | PSYCH1010 | 3 | SPC101 | Oral Communication | SPCM2120 | 3 |
| SDV171 | Library Instruction | LIB1600 | 1 | | | | |
| | | | 16 | | | | 15 |

| Semester 3 | | SOPHOM | SOPHOMORE YEAR | | | Semester 4 | |
|----------------|-----------------|-----------|----------------|----------------|--------------------|--------------|----|
| CC Course Work | | ISU | | CC Course Work | | ISU | |
| ACC131 | Accounting | ACCT2840 | 3 | <i>CSC116</i> | Computing | COMS1130 | 3 |
| MAT156 | Statistics | STAT1040 | 3 | J0U167 | Public Relations | Prof. Elect. | 3 |
| MKT110 | Marketing | AESHM3400 | 3 | PEH255 | Sports Mgmt | Prof. Elect. | 3 |
| PSY261 | Human Sexuality | HDFS2760 | 3 | MKT145 | Sales Management | AESHM2380 | 3 |
| SOC110 | Sociology | SOC1340 | 3 | MUS100 | Music Appreciation | MUSIC1020 | 3 |
| | | | 15 | | | | 15 |

| Semester 5 | JUNIOR YEAR | | | Seme | Semester 6 | |
|------------|---|----|------------|----------------------------------|------------|--|
| AESHM1110 | Professional Dev. For AESHM | 1 | AESHM3110E | Seminar on Careers & Internships | 1 | |
| AESHM1101L | EVENTS & HSPM Careers and LC | 1 | EVENT2770 | Digital Promotion in Event Mgmt | 3 | |
| AESHM2110 | Leadership Development | 3 | EVENT3710 | Conference & Meeting Planning | 3 | |
| AESHM3420 | Aesthetics of Consumer Exp. | 3 | EVENT3430 | Virtual & Hybrid Events | 3 | |
| EVENT1710 | Intro. To Event Management | 3 | EVENT3670 | Event Sales | 3 | |
| ENGL3020 | Business Communication | 3 | | "Option" Course 1 | 3 | |
| | | | | | | |
| | | 14 | | | 16 | |

| Summer Semester | SENIOR YEAR |
|--|-------------|
| AESHM4700F Supervised Prof. Internship | 3 |
| | 3 |

| Semester 7 | | SENIOR YEAR | | Semester 8 |
|------------|----------------------------------|-------------|--------------------------------------|------------|
| EVENT2120 | Digital Production in Event Mgmt | 3 | Event Mgmt Elective Course | 2 |
| EVENT4710 | Special Events Coordination | 3 | Event Mgmt Elective Course | 3 |
| EVENT4850 | Event Mgmt Production | 3 | Event Mgmt Elective Course | 3 |
| | "Option" Course 2 | 3 | "Option" Course 6 or Event Mgmt Elec | t. 3 |
| | "Option" Course 3 | 3 | "Option" Course 4 | 3 |
| | | | "Option" Course 5 | 3 |
| | | 15 | | 17 |

Note: This schedule is one example of many different schedule options to receive a B.S. in Event Management at Iowa State University. Classes in red italics will transfer to ISU as electives. Only 65 credits from a two-year institution may apply toward the degree program. Please discuss these requirements with your Iowa State Event Management advisor. Requirements for Humanities (3 credits), Mathematics (3 credits), Natural Sciences (3 credits), Social Sciences (6 credits), International Perspectives (3 credits), and U.S. Culture and Community (U.S. Diversity) (3 credits) may be met by many classes. Consult your Iowa State degree audit for final degree requirements. For any questions or assistance with your schedule, please contact your Iowa State Event Management advisor.