

FASHION COMMUNICATIONS

2024-2025 Sample 4-Year Plan

A minor is required for the fashion communications focus area. Students will work with the Fashion Design and Merchandising Academic Advisor to determine their specific career interests and help them to select a minor that will best support their learning.

Fall Semester 1 – First Year	Credit
ENGL 1500: Critical Thinking and Communication	3
AMD 1310: Fashion Products and Markets	3
AMD 1650: Dress, appearance, and Diversity	3
AESHM 1110 & 1110L: AESHM Learning Community	2
LIB 1600: Intro to College Level Research	1
Humanities/Social Sciences	3
Total	15

Spring Semester 2 – First Year	Credit
ENGL 2500: Written, Oral, Visual & Electronic Comp	3
AMD 2100: Computer Application in Digital Design	3
AMD 2450: Aesthetics and Brand Image	3
EVENT 1710: Introduction to Event Management	3
Fashion Communication Elective	3
Total	15

Fall Semester 3 – Sophomore Year	Credit
AMD 2040: Textile Science	4
AMD 2750: Retail Merchandising	3
COM S 1130: Intro to Spreadsheets and Databases	3
Math	3
Minor Course	3
Total	16

Spring Semester 4 – Sophomore Year	Credit
ACCT 2840: Financial Accounting	3
AMD 3760: Merchandise Planning and Buying	4
AESHM 2110: Leadership Experiences and Development	3
ECON 1010: Principles of Microeconomics	3
EVENT 2770: Digital Promotions in the Service Industry	3
Total	16

Fall Semester 5 – Junior Year	Credit
AMD 2310: Product Development and Manufacturing	4
AMD 2880: Styling	3
AESHM 3110N: Careers and Internships Seminar	1
AESHM 3400: Hospitality and Apparel Marketing Strategies	3
Science	3
Minor Course	3
Total	17

Spring Semester 6 – Junior Year	Credit
AMD 3560: Euro-American Dress History: 19 th Century to the Present	3
AMD 3770: Visual Presentation and Promotions	3
AMD 3880: Trend Forecasting	3
STAT 1010: Principles of Statistics	4
Fashion Communication Elective	3
Total	16

Summer Semester 7 – Junior Year	Credit
AESHM 4700: Supervised Professional Internship	3
Total	3

Fall Semester 8 – Senior Year	Credit
AMD 3720: Sourcing and Global Issues	3
Communication Studies/Speech Communication	3
Minor Course	3
Minor Course	3
Fashion Communication Elective	3
Total	15

Spring Semester 9 – Senior Year	Credit
AESHM 4740: Entrepreneurship in Human Sciences	3
History/Art History	3
Minor Course	3
Elective	3
Total	12

Total credits required: 123, including a minimum of 18 credits in FDM at Iowa State University for the degree (12 of the 18 credits must be at the 3000-4000 level). Leads to the degree Bachelor of Science. Administered by the Department of Apparel, Events, and Hospitality Management. All students majoring in Fashion Design and Merchandising (FDM) are required to earn a C- or better in all AMD, AESHM, EVENT, and HSPM courses applied toward the degree, including transfer credits. All students majoring in FDM are required to earn a C or better in ENGL 1500 and ENGL 2500. No courses may be applied to more than one degree requirement except those used to meet U.S. Cultures and Communities and International Perspective requirements.

This is a sample plan meant to give a glimpse of what a student's time at Iowa State University could look like. Always use the Academic Progress Report (APR) as the official documentation of degree progress or consult with the major academic advisor.