

Apparel, Events, and Hospitality Management (AESHM)

Courses primarily for undergraduates:

AESHM 111. Professional Development for AESHM.

(2-2) Cr. 3. F.S.

Career exploration, presentation and professional skills, teamwork and leadership, creativity, critical thinking, technology, and service learning components. Orientation to policies and procedures of university, college, department, and program. Some online lectures.

AESHM 170. Supervised Work Experience I.

Cr. 1. Repeatable, maximum of 2 times. F.S.SS. *Prereq: Permission by application; freshman classification*

Supervised work experience with a cooperating firm or organization. No more than 12 credits total from AESHM 170, 270, and 470 may be applied toward graduation.

AESHM 170D. Supervised Work Experience I: Hospitality.

Cr. 1. Repeatable, maximum of 2 times. F.S.SS. *Prereq: Permission by application; freshman classification*

Supervised work experience with a cooperating firm or organization. No more than 12 credits total from AESHM 170, 270, and 470 may be applied toward graduation.

AESHM 170F. Supervised Work Experience I: Event Management.

Cr. 1. Repeatable, maximum of 2 times. F.S.SS. *Prereq: Permission by application; freshman classification*

Supervised work experience with a cooperating firm or organization. No more than 12 credits total from AESHM 170, 270, and 470 may be applied toward graduation.

AESHM 170N. Supervised Work Experience I: Apparel.

Cr. 1. Repeatable, maximum of 2 times. F.S.SS. *Prereq: Permission by application; freshman classification*

Supervised work experience with a cooperating firm or organization. No more than 12 credits total from AESHM 170, 270, and 470 may be applied toward graduation.

AESHM 170P. Supervised Work Experience I: ISU Dining.

Cr. 1. Repeatable, maximum of 2 times. F.S.SS. *Prereq: Permission by application; freshman classification*

Supervised work experience with a cooperating firm or organization. No more than 12 credits total from AESHM 170, 270, and 470 may be applied toward graduation.

AESHM 175. Financial Applications for Retail and Hospitality Industries.

(2-0) Cr. 2. F.S.

Using an online delivery method, students will learn basic mathematical concepts, calculations and formulas commonly used in the apparel and hospitality industries. Emphasis on problem solving, critical/creative thinking, and mathematical interpretation of calculations and formulas used within the apparel and hospitality industries.

AESHM 175D. Financial Applications for Retail and Hospitality Industries: Hospitality Management.

(2-0) Cr. 2. F.S.

Using an online delivery method, students will learn basic mathematical concepts, calculations and formulas commonly used in the apparel and hospitality industries. Emphasis on problem solving, critical/creative thinking, and mathematical interpretation of calculations and formulas used within the apparel and hospitality industries. Offered on a satisfactory-fail basis only.

AESHM 175N. Financial Applications for Retail and Hospitality Industries.

(2-0) Cr. 2. F.S.

Using an online delivery method, students will learn basic mathematical concepts, calculations and formulas commonly used in the apparel and hospitality industries. Emphasis on problem solving, critical/creative thinking, and mathematical interpretation of calculations and formulas used within the apparel and hospitality industries.

AESHM 270. Supervised Work Experience II.

Cr. 1-2. Repeatable, maximum of 2 times. F.S.SS. *Prereq: Minimum 2.0 GPA; permission by application; sophomore classification*

Supervised work experience with a cooperating firm or organization. No more than 12 credits total from AESHM 170, 270, and 470 may be applied toward graduation.

AESHM 270D. Supervised Work Experience II - Hospitality.

Cr. 1-2. Repeatable, maximum of 2 times. F.S.SS. *Prereq: Minimum 2.0 GPA; permission by application; sophomore classification; 6 cr in AESHM or HRI*
Supervised work experience with a cooperating firm or organization. No more than 12 credits total from AESHM 170, AESHM 270, and 470 may be applied toward graduation.

AESHM 270F. Supervised Work Experience II: Event Management.

Cr. 1-2. Repeatable, maximum of 2 times. F.S.SS. *Prereq: Minimum 2.0 GPA; permission by application; sophomore classification; 6 cr in AESHM, HRI, or A M D.*

Supervised work experience with a cooperating firm or organization. No more than 12 credits total from AESHM 170, 270, and 470 may be applied toward graduation.

AESHM 270N. Supervised Work Experience II: Apparel.

Cr. 1-2. Repeatable, maximum of 2 times. F.S.SS. *Prereq: Minimum 2.0 GPA; permission by application; sophomore classification; 6 cr in AESHM or A M D*

Supervised work experience with a cooperating firm or organization. No more than 12 credits total from AESHM 170, 270, and 470 may be applied toward graduation.

AESHM 270P. Supervised Work Experience II - ISU Dining.

Cr. 1-2. Repeatable, maximum of 2 times. F.S.SS. *Prereq: Minimum 2.0 GPA; permission by application; sophomore classification; 6 cr in AESHM or HRI*

Supervised work experience with a cooperating firm or organization. No more than 12 credits total from AESHM 170, 270, and 470 may be applied toward graduation.

AESHM 275. Retail Merchandising.

(3-0) Cr. 3. F.S. *Prereq: 3 credits in Math*

Principles of merchandising as applied to retail-, service-, events-, and hospitality-related businesses. Study of the planning, development, and presentation of apparel- and hospitality-related products, services, and experiences. Industry and market research, planning of new offerings, and development of promotional and competitive strategies.

AESHM 280. Orientation to U.S. Field Study.

Cr. R. Repeatable, maximum of 2 times. F.S.

Orientation to the field study location during the semester preceding the trip.

AESHM 281. Orientation to International Field Study.

Cr. 1. Repeatable, maximum of 2 times. F.S.

Orientation to the field study location during the semester preceding the trip.

AESHM 287. Principles of Management in Human Sciences.

(3-0) Cr. 3. F.S.

Introduction to management concepts and principles with application to human sciences-related businesses and organizations. Includes service quality management, professionalism, and social responsibility.

AESHM 311. Seminar on Careers and Internships.

(1-0) Cr. 1. F.S. *Prereq: AESHM 111; Sophomore classification. Good academic standing*

Internship and career planning, professional expectations and responsibilities. Resume development, cover letters, portfolio planning, interviewing techniques, and business etiquette.

AESHM 340. Hospitality and Apparel Marketing Strategies.

(3-0) Cr. 3. F.S. *Prereq: ECON 101*

Application of marketing principles to the hospitality-, events-, and apparel-related industries. Emphasis on the role of marketing in an organization's overall strategic planning. Development and evaluation techniques available to hospitality, events, apparel, and related businesses, including advertising, sales promotion, packaging, and public relations.

AESHM 342. Aesthetics of Consumer Experience.

(3-0) Cr. 3. F.S. *Prereq: Sophomore classification*

Design principles, aesthetic concepts, and research applied to consumer experiences, with an emphasis on hospitality and retail environments and events. Influence of individual differences and cultural patterns on aesthetic preferences. Meets U.S. Diversity Requirement

AESHM 377. Brand Management and Promotions.

(3-0) Cr. 3. F.S. *Prereq: A M D 245; AESHM 340 or MKT 340*

Principles of brand development and management; focus on experiential marketing, promotions, visual merchandising, design/layout of retail spaces, applications using Visual Retailing software.

AESHM 379. Community Leadership: Examination of Social Issues.

(3-0) Cr. 3. F.

Study of family and community social issues from diverse perspectives. Application of critical thinking and reflection to issues with a focus on leadership within the community.

Meets U.S. Diversity Requirement

AESHM 380. U.S. Field Study.

(Dual-listed with AESHM 580). Cr. 1-3. Repeatable, maximum of 3 times.

F.S.SS. *Prereq:* 9 credits in AESHM, HRI, EVENT, and/or A M D; sophomore classification; minimum 2.0 GPA. *Permission by application*

Study and tours of areas of interest to majors in the AESHM Department. Trip to location under supervision of faculty member. Locations and lengths of trip vary. Final projects, reports, journal entries, and analysis are required. May be combined with AESHM 280.

AESHM 381. International Field Study.

(Dual-listed with AESHM 581). Cr. 1-3. Repeatable, maximum of 2 times.

F.S.SS. *Prereq:* 9 credits in AESHM, EVENT, HRI, and/or A M D; sophomore classification; minimum 2.0 GPA. *Permission by application*

Study and tours of areas of interest to majors in the AESHM Department. Trip to location under supervision of faculty member. Locations and lengths of trip vary. Final projects, reports, journal entries, and analysis are required. May be combined with AESHM 281.

Meets International Perspectives Requirement.

AESHM 398. Cooperative Education.Cr. R. Repeatable. F.S.SS. *Prereq:* *Permission of adviser; junior classification*

Required of all cooperative education students. Students must register for this course prior to commencing each work period.

AESHM 411. Seminar on Current Issues.Cr. 1-3. Repeatable, maximum of 2 times. F.S. *Prereq:* *Permission of instructor.*

Trends, issues, and scholarship in apparel, events, and hospitality management.

AESHM 411D. Seminar on Current Issues: Hospitality.Cr. 1-3. Repeatable, maximum of 2 times. *Prereq:* *Permission of instructor.*

Trends, issues, and scholarship in apparel, events, and hospitality management.

AESHM 411F. Seminar on Current Issues: Event Management.Cr. 1-3. Repeatable, maximum of 2 times. *Prereq:* *Permission of instructor.*

Trends, issues, and scholarship in apparel, events, and hospitality management.

AESHM 411N. Seminar on Current Issues: Apparel.

Cr. 1-3. Repeatable, maximum of 2 times.

Trends, issues, and scholarship in apparel, events, and hospitality management.

AESHM 421. Developing Global Leadership: Maximizing Human Potential.

(3-0) Cr. 3. S.

Development of leadership in a global environment. Focus on global concerns that impact on the well-being of individuals, families, and communities. Strategies for working with individuals, families and communities in other countries and cultures. Taking local action on global issues. Participation in a service activity. Meets International Perspectives Requirement.

AESHM 438. Human Resource Management.(3-0) Cr. 3. S. *Prereq:* AESHM 270, AESHM 275 or AESHM 287; junior classification

Principles and practices of human resource management relevant to human science-related organizations. Emphasis on the entry-level manager's role.

AESHM 470. Supervised Professional Internship.

Cr. arr.

Supervised work experience with a cooperating firm or organization.

AESHM 470A. Supervised Professional Internship: Food and Beverage.Cr. 3-6. Repeatable. F.S.SS. *Prereq:* AESHM 311, HRI 380, HRI 380L, and minimum 2.0 GPA; *permission by application; junior or senior classification*

Supervised work experience with a cooperating firm or organization. No more than 12 credits from AESHM 170, AESHM 270, and AESHM 470 may be applied toward graduation.

AESHM 470B. Supervised Professional Internship: Lodging.Cr. 3-6. Repeatable. F.S.SS. *Prereq:* AESHM 311, HRI 352, and minimum 2.0 GPA; *permission by application; junior or senior classification*

Supervised work experience with a cooperating firm or organization. No more than 12 credits from AESHM 170, 270, and 470 may be applied toward graduation.

AESHM 470C. Supervised Professional Internship: Club Management.Cr. 3-6. Repeatable. F.S.SS. *Prereq:* AESHM 311, HRI 289, and minimum 2.0 GPA; *permission by application; junior or senior classification*

Supervised work experience with a cooperating firm or organization. No more than 12 credits from AESHM 170, 270, and 470 may be applied toward graduation.

AESHM 470D. Supervised Professional Internship: Hospitality.Cr. 3-6. Repeatable. F.S.SS. *Prereq:* AESHM 311, 9 credits in HRI, and minimum 2.0 GPA; *permission by application; junior or senior classification*

Supervised work experience with a cooperating firm or organization. No more than 12 credits from AESHM 170, 270, and 470 may be applied toward graduation.

AESHM 470F. Supervised Professional Internship: Event Management.Cr. 3-6. Repeatable. F.S.SS. *Prereq:* AESHM 271, AESHM 311, EVENT 271, EVENT 371; and minimum 2.0 GPA; *permission by application; junior or senior classification*

Supervised work experience with a cooperating firm or organization. No more than 12 credits from AESHM 170, 270, and 470 may be applied toward graduation.

AESHM 470I. Supervised Professional Internship: Textile and Apparel Design.Cr. 3-6. Repeatable. F.S.SS. *Prereq:* AESHM 311, A M D 210, 225, 231, 245, 278; minimum 2.0 GPA; *permission by application; junior or senior classification*

Supervised work experience with a cooperating firm or organization. No more than 12 credits from AESHM 170, 270, and 470 may be applied toward graduation.

AESHM 470J. Supervised Professional Internship: Merchandising.Cr. 3-6. Repeatable. F.S.SS. *Prereq:* AESHM 311, T C 275, and minimum 2.0 GPA; *permission by application; junior or senior classification*

Supervised work experience with a cooperating firm or organization. No more than 12 credits from AESHM 170, 270, and 470 may be applied toward graduation.

AESHM 470K. Supervised Professional Internship: Product Development.Cr. 3-6. Repeatable. F.S.SS. *Prereq:* AESHM 311, A M D 210, 225, 231, 245; minimum 2.0 GPA; *permission by application; junior or senior classification*

Supervised work experience with a cooperating firm or organization. No more than 12 credits from AESHM 170, 270, and 470 may be applied toward graduation.

AESHM 470L. Supervised Professional Internship: Public Relations and Publishing.Cr. 3-6. Repeatable. F.S.SS. *Prereq:* AESHM 311 and minimum 2.0 GPA; *permission by application; junior or senior classification*

Supervised work experience with a cooperating firm or organization. No more than 12 credits from AESHM 170, 270, and 470 may be applied toward graduation.

AESHM 470M. Supervised Professional Internship: Museums.Cr. 3-6. Repeatable. F.S.SS. *Prereq:* AESHM 311, A M D 257 and minimum 2.0 GPA; *permission by application; junior or senior classification*

Supervised work experience with a cooperating firm or organization. No more than 12 credits from AESHM 170, 270, and 470 may be applied toward graduation.

AESHM 470N. Supervised Professional Internship: Apparel.Cr. 3-6. Repeatable. F.S.SS. *Prereq:* AESHM 311, 9 credits in A M D, and minimum 2.0 GPA; *permission by application; junior or senior classification*

Supervised work experience with a cooperating firm or organization. No more than 12 credits from AESHM 170, 270, and 470 may be applied toward graduation.

AESHM 470P. Supervised Professional Internship: ISU Dining.Cr. 3-6. Repeatable. F.S.SS. *Prereq:* AESHM 311, 9 credits in AESHM or HRI, and minimum 2.0 GPA; *permission by application; junior or senior classification*

Supervised work experience with a cooperating firm or organization. No more than 12 credits from AESHM 170, 270, and 470 may be applied toward graduation.

AESHM 474. Entrepreneurship in Human Sciences.(Dual-listed with AESHM 574). (3-0) Cr. 3. S. *Prereq:* junior or senior status

Comprehensive approach to entrepreneurship including concepts of innovation, creativity, opportunity assessment, and business planning. Focus on human sciences-related businesses: retail, service, hospitality, event, food-related, family-owned, rural, and community businesses. Interaction with entrepreneurs, market research, feasibility analysis, business proposals, and business/community outreach and consulting.

AESHM 477. Multi-channel Retailing.(3-0) Cr. 3. F.S. *Prereq:* 3 credits in marketing or AESHM 275 or 287

A customer-centric view of marketing with a focus on the retailer-customer relationship and online strategies. Integration of key characteristics of online and offline marketing including store formats, e-commerce, catalog, TV, mobile, and direct sales.

AESHM 498. Cooperative Education.

Cr. R. Repeatable. F.S.SS. *Prereq: Permission of adviser; senior classification*
Required of all cooperative education students. Students must register for this course prior to commencing each work period.

Courses primarily for graduate students, open to qualified undergraduates:**AESHM 510. Research Methods in Apparel and Hospitality.**

Cr. 3. SS. *Prereq: Graduate standing in the Department*
Overview of research methods. Methods for collecting and analyzing quantitative and qualitative data. Development of research plan.

AESHM 511. Seminar.

Cr. 1-3. Repeatable, maximum of 6 times. *Prereq: 6 graduate credits in AESHM, HRI, or A M D. Permission of instructor*
Discussion of scholarship and current issues. Topics vary.

AESHM 545. Consumer Aesthetics and Retail Branding.

(3-0) Cr. 3. Alt. S., offered 2014. *Prereq: One course in design elements and principles, psychology, consumer behavior, or marketing*
Examination of hedonic nature of consumer experience and its application to experiential design and branding of retail/hospitality establishments. Emphasis on consumer behavior, design, environmental psychology, and marketing literature.

AESHM 570. Practicum.

Cr. 1-3. Repeatable, maximum of 2 times. F.S.SS. *Prereq: 6 graduate credits in program area; permission of instructor*
Supervised experience related to career objective. Proposal must be approved semester before placement.

AESHM 570A. Apparel Merchandising and Design.

Cr. 1-3. Repeatable, maximum of 2 times. F.S.SS. *Prereq: 6 graduate credits in program area; permission of instructor*
Supervised experience related to career objective. Proposal must be approved semester before placement.

AESHM 570B. Hospitality Management.

Cr. 1-3. Repeatable, maximum of 2 times. F.S.SS. *Prereq: 6 graduate credits in program area; permission of instructor*
Supervised experience related to career objective. Proposal must be approved semester before placement.

AESHM 574. Entrepreneurship in Human Sciences.

(Dual-listed with AESHM 474). (3-0) Cr. 3. S. *Prereq: junior or senior status*
Comprehensive approach to entrepreneurship including concepts of innovation, creativity, opportunity assessment, and business planning. Focus on human sciences-related businesses: retail, service, hospitality, event, food-related, family-owned, rural, and community businesses. Interaction with entrepreneurs, market research, feasibility analysis, business proposals, and business/community outreach and consulting.

AESHM 577. E-Commerce for Apparel and Hospitality Companies.

(3-0) Cr. 3. Alt. S., offered 2015. *Prereq: Course in marketing or permission of instructor*
Analysis of technology and consumer trends, industry practices, and marketing strategies for e-commerce. Evaluation and development of apparel or hospitality company websites. Theory application to the development of multi-channel business strategies.

AESHM 580. U.S. Field Study.

(Dual-listed with AESHM 380). Cr. 1-3. Repeatable, maximum of 3 times. F.S.SS. *Prereq: 9 credits in AESHM, HRI, EVENT, and/or A M D; sophomore classification; minimum 2.0 GPA. Permission by application*
Study and tours of areas of interest to majors in the AESHM Department. Trip to location under supervision of faculty member. Locations and lengths of trip vary. Final projects, reports, journal entries, and analysis are required. May be combined with AESHM 280.

AESHM 581. International Field Study.

(Dual-listed with AESHM 381). Cr. 1-3. Repeatable, maximum of 2 times. F.S.SS. *Prereq: 9 credits in AESHM, EVENT, HRI, and/or A M D; sophomore classification; minimum 2.0 GPA. Permission by application*
Study and tours of areas of interest to majors in the AESHM Department. Trip to location under supervision of faculty member. Locations and lengths of trip vary. Final projects, reports, journal entries, and analysis are required. May be combined with AESHM 281.
Meets International Perspectives Requirement.

Courses for graduate students:**AESHM 611. Seminar.**

Cr. 1-3. Repeatable. *Prereq: 6 graduate credits in AESHM, HRI, or A M D. Permission of instructor*
Discussion of scholarship and current issues. Topics vary.

AESHM 670. Teaching Practicum.

Cr. 1-3. Repeatable. F.S.SS. *Prereq: 6 graduate credits in program area; permission of instructor*
Supervised experience in the university classroom. Proposal must be approved semester before placement.

AESHM 670A. Apparel Merchandising and Design.

Cr. 1-3. Repeatable. F.S.SS. *Prereq: 6 graduate credits in program area; permission of instructor*
Supervised experience in the university classroom. Proposal must be approved semester before placement.

AESHM 670B. Hospitality Management.

Cr. 1-3. Repeatable. F.S.SS. *Prereq: 6 graduate credits in program area; permission of instructor*
Supervised experience in the university classroom. Proposal must be approved semester before placement.