

# APPAREL, MERCHANDISING, AND DESIGN

Administered by the Department of Apparel, Events, and Hospitality Management. Leading to the degree bachelor of science.

Total credits required: 123 including a minimum of 18 credits in AMD at Iowa State University for the degree (12 of the 18 credits must be at the 300-400 level). The major in apparel, merchandising, and design provides a broad-based program of study with flexibility in creating program options. Courses are required in general education and the apparel industry professional core. To complete the program, a student selects a primary option from design, product development and innovation, product management and sourcing, merchandising and retail analytics, or fashion communication.

Minors and a certificate are available in apparel, merchandising, and design: (a) textile science and product performance or (b) a textile design minor in collaboration with the College of Design; and a merchandising certificate.

## Student Learning Outcomes

Upon graduation, students should be able to:

1. *Communication.* Use clear and effective written, oral, verbal and electronic (WOVE) communication techniques to foster inquiry, collaboration, and engagement in apparel and related industries.
2. *Self-assessment/self-reflection.* Analyze and evaluate one's own knowledge, abilities, and actions relative to professional standards, seek opportunities to grow professionally, and utilize self-assessment and assessment of others to foster psychological, cognitive, social and emotional well-being.
3. *Critical thinking.* Understand fundamental concepts of apparel, merchandising, and design and apply critical thinking to solve problems from personal, scholarly, and professional perspectives.
4. *Ethics, Diversity, and Social Responsibility.* Demonstrate leadership and social justice to improve quality of life for global citizens and encourage socially responsible decision-making for consumers and businesses.

## UNDERGRADUATE STUDY

The program offers study for the degree of Bachelor of Science with a major in apparel, merchandising, and design (AMD). The program offers students a broad understanding of textile and apparel products, merchandising and marketing strategies, technical and creative design, product development, production processes, and business practices leading to a wide range of careers at state, national, and international levels in business and industry. Courses in the program provide scientific, technical, and humanistic knowledge about textiles, apparel, and related

products basic to career preparation. Courses also provide knowledge applicable to the development and use of apparel and textile products by individuals, families, and institutions. The program provides a foundation for graduate study. Graduates understand the production, distribution, and use of textiles and apparel, aesthetic expression, and communication. They are prepared to plan, develop, source and present textile and apparel products to meet the needs of consumers. Students understand the issues involved in textile and apparel production and marketing, both nationally and internationally.

The AMD major provides a broad-based program of study with flexibility in creating an individualized program. To complete the program, a student combines general education, AMD core classes, and a structure of focused courses to form an option in: (a) creative and technical design, (b) fashion communication, (c) product development and innovation, (d) product management and sourcing, or (e) merchandising and retail analytics.

An option in *creative and technical design* is appropriate for those interested in the aesthetic and creative aspects of design, technical design, costuming, textile design, and product development. The *fashion communications* option prepares students for the development and delivery of visual, written, and oral communication. Career opportunities are in visual merchandising, styling, fashion influencing, social media, and communication. An option in *product development and innovation* is appropriate for those interested in developing innovative products for special markets including accessories, footwear, performance wear, smart textiles, functional apparel, and soft-goods for home. Career opportunities include designer, materials testing, quality assurance, and technical design. The *product management and sourcing* option is appropriate for those interested in both line planning, product development, and merchandising products or lines for consumer groups, sourcing, quality assurance, and manufacturing. An option in *merchandising and retail analytics* prepares students for the planning, promotion, and presentation of market-oriented product lines and events. Career opportunities are in buying, promotion, sales, product development, branding, and management in both manufacturing and retailing sectors with a focus on the textile and apparel industry.

\*\*\*Instead of a portfolio review for admission, students in the *creative and technical design* option have a review of their first year design skills (AMD 206 Design Selective Advancement) after completing AMD 121 Apparel Assembly, AMD 131 Overview of the Fashion Industry, AMD 178 Introduction to Fashion Design Studio, and AMD 204 Textile Science. The AMD 206 Design Selective Advancement project is scored by design industry professionals and determines if/when students move forward into the creative and technical design option.

For additional courses of interest, see Apparel, Events, and Hospitality Management.

**GRADE POINT REQUIREMENT**

All students majoring in apparel, merchandising, and design are required to earn a C- or better in all AESHM and AMD courses applied toward the degree, including transfer credits.

**COMMUNICATION PROFICIENCY REQUIREMENT**

Undergraduate English proficiency is certified when the student has received a grade of C or better in ENGL 150 Critical Thinking and Communication, and ENGL 250 Written, Oral, Visual, and Electronic Composition.

**Curriculum in Apparel, Merchandising, and Design**

Administered by the Department of Apparel, Events, and Hospitality Management (AESHM). Leading to the degree bachelor of science.

Total credits required: 123, including a minimum of 18 credits in AMD at Iowa State University for the degree (12 of the 18 credits must be at the 300-400 level). Leads to the degree Bachelor of Science. Administered by the AESHM Department. All students majoring in Apparel, Merchandising, and Design (AMD) are required to earn a C- or better in all AMD, AESHM, EVENT, and HSP M courses applied toward the degree, including transfer credits. All students majoring in Apparel, Merchandising, and Design (AMD) are required to earn a C or better in ENGL 150 and ENGL 250.

No courses may be applied to more than one degree requirement except those used to meet US Diversity and International Perspective requirements.

**Cr. Degree Requirements****Communications Skills**

ENGL 150	Critical Thinking and Communication	3
ENGL 250	Written, Oral, Visual, and Electronic Composition	3
LIB 160	Introduction to College Level Research	1
Select one (1) course:		3
COMST 210	Communication and U.S. Diversity	
COMST 214	Professional Communication	
COMST 218	Conflict Management	
SP CM 212	Fundamentals of Public Speaking	

**Total Credits** **10**

**Mathematics and Science Disciplines**

Mathematics (MATH 150 recommended for merchandising)	3
Select from natural sciences. Creative and technical design, product development, and product innovation options must take CHEM 163 and CHEM 163L.	3-5
Select one (1) course:	3-4
STAT 101	Principles of Statistics
STAT 104	Introduction to Statistics

STAT 226	Introduction to Business Statistics I	
<b>Total Credits</b>		<b>9-12</b>
<b>Social Sciences and Humanities</b>		
ECON 101	Principles of Microeconomics	3
A M D 165	Dress, Appearance, and Diversity in U.S. Society	3
A M D 356	Fashion History II: Mid-19th Century to the Present	3
History/Art History (creative and tech design: ART H Required)		3
Select one (1) course:		3
A M D 354	Fashion History I: Prehistoric to Mid-19th Century	
A M D 362	Cultural Perspectives of Global Dress	
A M D 366X	History of Menswear	
A M D 458	Queer Fashions: History, Culture, and the Industry	
A M D 462X	Black Lives Matter: Fashion, Liberation, and the Fight for Freedom	
College of Liberal Arts & Sciences list of Arts and Humanities courses		
College of Liberal Arts & Sciences list of Social Science courses		

**Total Credits** **15**

**AESHM Professional Development**

AESHM 111	Professional Development for AESHM	1
AESHM 111L	AESHM Program Orientation, Careers, and Learning Community	1
AESHM 211	Leadership Experiences and Development (LEAD)	3
AESHM 311N	Seminar on Careers and Internships: Apparel, Merchandising, and Design	1
AESHM 470MX or AESHM 470N	Supervised Professional Internship: Apparel (Out-of-state) or Supervised Professional Internship: Apparel	3-6
And select three (3) credits from:		
AESHM 170N	Supervised Work Experience I: Apparel	
AESHM 180N	First Year Student Field Study: Apparel, Merchandising, and Design	
AESHM 280	Orientation to U.S. Field Study	
AESHM 281	Orientation to International Field Study	
AESHM 270N	Supervised Work Experience II: Apparel	
AESHM 287	Principles of Management in Human Sciences	
AESHM 380N	U.S. Field Study: Apparel, Merchandising, and Design	
AESHM 381N	International Field Study: Apparel, Merchandising, and Design	

AESHM 421	Developing Global Leadership: Maximizing Human Potential	
-----------	--	--

**Total Credits** 9-12

### AMD Integrated Core

A M D 131	Fashion Products and Markets	3
A M D 204	Textile Science	4
A M D 210	Computer Applications in Digital Design	3
A M D 231	Product Development and Manufacturing	4
A M D 245	Aesthetics and Brand Image	3
A M D 275	Retail Merchandising	3
A M D 372	Sourcing and Global Issues	3
COM S 113	Introduction to Spreadsheets and Databases	3

**Total Credits** 26

### Primary Options

Select one AMD professional primary option from the following five choices:

#### Creative and Technical Design Primary Option

A M D 121	Apparel Assembly Processes	4
A M D 178	Introduction to Apparel Design Studio	3
A M D 206	Design Selective Advancement	R
A M D 225	Patternmaking I: Drafting and Flat Pattern	3
A M D 278	Fashion Illustration	3
A M D 310	Computer Aided Apparel Patternmaking	3
A M D 321	Computer Integrated Textile and Fashion Design	3
A M D 325	Patternmaking II: Draping	3
A M D 329	Digital Textile Printing for Apparel Design	3
A M D 415	Technical Design Processes	3
A M D 495	Senior Design Studio	3

Select one (1) course: 3

A M D 305	Quality Assurance of Textiles and Apparel
A M D 404	Innovative Textiles
A M D 431	Apparel Production Management

Select one (1) course: 3

A M D 354	Fashion History I: Prehistoric to Mid-19th Century
A M D 362	Cultural Perspectives of Global Dress
A M D 366X	History of Menswear
A M D 458	Queer Fashions: History, Culture, and the Industry
A M D 462X	Black Lives Matter: Fashion, Liberation, and the Fight for Freedom

Select two (2) courses: 6

AMD, AESHM, THTRE, ART IS, DSGN, or DSN S.

This category can be used to fulfill approved double major or minor requirements

**Total Credits** 43

### Product Development and Innovation Primary Option

A M D 121	Apparel Assembly Processes	4
A M D 178	Introduction to Apparel Design Studio	3
A M D 225	Patternmaking I: Drafting and Flat Pattern	3
or A M D 226X	3D Designing and Patternmaking for Soft Good Product Development	
A M D 305	Quality Assurance of Textiles and Apparel	3
A M D 321	Computer Integrated Textile and Fashion Design	3
A M D 376	Merchandise Planning and Buying	4
A M D 404	Innovative Textiles	3
A M D 431	Apparel Production Management	3
A M D 496	Soft-Goods Product Development and Prototyping	3
DSN S 131	Drawing I	4

Select three (3) courses: 9

AMD, AESHM, CHEM, GLOBE, IND D, TSM, or ENV S.

This category can be used to fulfill approved double major or minor requirements

**Total Credits** 42

### Product Management and Sourcing Primary Option

A M D 121	Apparel Assembly Processes	4
A M D 178	Introduction to Apparel Design Studio	3
A M D 226X	3D Designing and Patternmaking for Soft Good Product Development	3
A M D 305	Quality Assurance of Textiles and Apparel	3
A M D 376	Merchandise Planning and Buying	4
A M D 415	Technical Design Processes	3
A M D 431	Apparel Production Management	3
A M D 467	Consumer Studies in Apparel and Fashion Products	3
A M D 496	Soft-Goods Product Development and Prototyping	3
AESHM 340	Hospitality and Apparel Marketing Strategies	3
or MKT 340	Principles of Marketing	
ACCT 284	Financial Accounting	3
SCM 301	Supply Chain Management	3

Select one (1) course: 3

AESHM, A M D, ENV S, GLOBE, or TSM.

This category can be used to fulfill approved double major or minor requirements

**Total Credits** 41

**Merchandising and Retail Analytics Primary Option**

ACCT 284	Financial Accounting	3
AESHM 340 or MKT 340	Hospitality and Apparel Marketing Strategies Principles of Marketing	3
AESHM 474	Entrepreneurship in Human Sciences	3
A M D 375	Omni-Channel Retailing	3
A M D 376	Merchandise Planning and Buying	4
A M D 377	Visual Presentation and Promotions	3
A M D 388X	Trend Forecasting	3
A M D 467	Consumer Studies in Apparel and Fashion Products	3
A M D 475	Retail Information Analysis	3
DS 201	Introduction to Data Science	3

Select four (4) courses from: 12-14

AESHM or A M D  
This category can be used to fulfill approved double major or minor requirements

**Total Credits 43-45**

**Fashion Communication Primary Option**

ACCT 284	Financial Accounting	2-3
or AESHM 175N	Financial Applications for Retail and Hospitality Industries: Retail Merchandising	
AESHM 340 or MKT 340	Hospitality and Apparel Marketing Strategies Principles of Marketing	3
AESHM 474	Entrepreneurship in Human Sciences	3
A M D 288X	Styling	3
A M D 376	Merchandise Planning and Buying	4
A M D 377	Visual Presentation and Promotions	3
A M D 388X	Trend Forecasting	3
EVENT 171	Introduction to Event Management	3
EVENT 277	Introduction to Digital Promotion in Event Management	3

Select one (1) course from: 3

AESHM or A M D  
This category can be used to fulfill approved double major requirements, including ADVRT, COM ST, D S, ENTSP, EVENT, JL MC, MKT, and PR

Select two (2) courses from: 6

Approved minor or double major, including ADVRT, COM ST, D S, EVENT, JL MC, PR, or Technical Communications.

**Total Credits 36-37**

Apparel Merchandising, Design B.S. - Creative and Technical Design Primary Option

**Freshman**

Fall	Credits	Spring	Credits
ENGL 150		3 ENGL 250	3
A M D 131 (Fall only)		3 MATH 140	3
A M D 165		3 A M D 121	4
A M D 178		3 A M D 204	4
AESHM 111		1 A M D 206	R
AESHM 111L		1 A M D 245	3
LIB 160		1	
		<b>15</b>	<b>17</b>

**Sophomore**

Fall	Credits	Spring	Credits
A M D 210		3 A M D 225	3
A M D 275		3 AESHM 211	3
A M D 278		3 ART H 281	3
Humanities & Social Science Choice		3 COM S 113	3
CHEM 163		4 ECON 101	3
CHEM 163L		1	
		<b>17</b>	<b>15</b>

**Junior**

Fall	Credits	Spring	Credits	Summer	Credits
A M D 231		4 A M D 310		3 AESHM 470N	5
A M D 321		3 A M D 329			3
A M D 325		3 A M D 356			3
AESHM 311N		1 AESHM 280			R
STAT 101		4 AESHM 380N Speech Choice			3
		<b>15</b>	<b>15</b>		<b>5</b>

**Senior**

Fall	Credits	Spring	Credits
Creative & Technical Design Option Elective 1		3 Creative & Technical Design Option Elective 2	3

A M D 372	3 A M D 431 (Spring only)	3
A M D 415	3 A M D 362 (Spring only)	3
A M D 495	3 Elective	3
<b>12</b>		<b>12</b>

**Total Credits: 123**

Apparel Merchandising, Design B.S. - Merchandising Retail Analytics  
Primary Option

**Freshman**

Fall	Credits	Spring	Credits
ENGL 150		3 ENGL 250	3
A M D 131 (Fall only)		3 A M D 275	3
A M D 165		3 COM S 113	3
AESHM 111		1 ECON 101	3
AESHM 111L		1 Merchandising Elective 1	3
LIB 160		1	
Math Choice		3	
<b>15</b>		<b>15</b>	

**Sophomore**

Fall	Credits	Spring	Credits
A M D 204		4 A M D 376	4
A M D 210		3 A M D 356	3
A M D 245		3 AESHM 211	3
ACCT 284		3 DS 201	3
History Choice		3 Select one (1) class from: AESHM 340 MKT 340	3
<b>16</b>		<b>16</b>	

**Junior**

Fall	Credits	Spring	Credits	Summer	Credits
A M D 231		4 A M D 375 (Spring only)		3 AESHM 470N	4
A M D 377		3 A M D 475			3
A M D 388X		3 AESHM 280			R

AESHM 311N	1 AESHM 380N	3
Merchandising Option	3 Merchandising Option	3
Elective 2	Elective 3	
Science Choice	3 STAT 101	4
<b>17</b>		<b>16</b>

**Senior**

Fall	Credits	Spring	Credits
A M D 372		3 AESHM 474	3
A M D 467 (Fall only)		3 Merchandising Elective 4	3
Humanities or Social Science Elective		3 Speech Choice	3
Elective		3 Elective	3
<b>12</b>		<b>12</b>	

**Total Credits: 123**

Apparel Merchandising, Design B.S. - Product Development Innovation  
Primary Option

**Freshman**

Fall	Credits	Spring	Credits
ENGL 150		3 ENGL 250	3
A M D 131		3 MATH 140	3
A M D 165		3 A M D 121	4
A M D 178		3 A M D 204	4
AESHM 111		1 A M D 206	R
AESHM 111L		1 A M D 245	3
LIB 160		1	
<b>15</b>		<b>17</b>	

**Sophomore**

Fall	Credits	Spring	Credits
A M D 210		3 A M D 231	4
A M D 275		3 A M D 226X	3
DSN S 131		4 AESHM 211	3
ECON 101		3 AESHM 311N	1
Social Science or Humanities Choice		3 CHEM 163	4
		CHEM 163L	1
<b>16</b>		<b>16</b>	

<b>Junior</b>					
Fall	Credits	Spring	Credits	Summer	Credits
A M D 376		4 A M D 321		3 AESHM 470N	3
AESHM 280		R A M D 356 (Spring only)		3	
AESHM 380N		3 A M D 372		3	
COM S 113		3 A M D 404 (Spring only)		3	
Product Development and Innovation Elective 1		3 History or Art History Choice		3	
STAT 101		4			
		<b>17</b>		<b>15</b>	<b>3</b>

<b>Senior</b>					
Fall	Credits	Spring	Credits	Summer	Credits
A M D 305 (Fall only)		3 A M D 431 (Spring only)		3	
Product Development and Innovation Elective 2		3 A M D 496 (Spring only)		3	
Speech Choice		3 Product Development and Innovation Elective 3		3	
Elective		3 Elective		3	
		<b>12</b>		<b>12</b>	

**Total Credits: 123**

Apparel, Merchandising, and Design, B.S. – Product Management Sourcing Primary Option

<b>Freshman</b>					
Fall	Credits	Spring	Credits	Summer	Credits
ENGL 150		3 ENGL 250		3	
A M D 131 (Fall only)		3 A M D 121		4	
A M D 165		3 A M D 204		4	
A M D 178		3 A M D 206		R	

AESHM 111		1 A M D 245		3	
AESHM 111L		1 MATH 140		3	
LIB 160		1			
		<b>15</b>		<b>17</b>	
<b>Sophomore</b>					
Fall	Credits	Spring	Credits	Summer	Credits
A M D 210		3 ACCT 284		3	
A M D 275		3 A M D 231		4	
AESHM 211		3 A M D 226X		3	
CHEM 163		4 AESHM 280		R	
CHEM 163L		1 AESHM 380N		3	
ECON 101		3 AESHM 311N Social Science or Humanities Choice		1 3	
		<b>17</b>		<b>17</b>	

<b>Junior</b>					
Fall	Credits	Spring	Credits	Summer	Credits
A M D 376		4 A M D 356 (Spring only)		3 AESHM 470N	5
COM S 113		3 A M D 372		3	
Select one (1) class from:		3 Professional Development Elective		3	
AESHM 340		Speech Choice		3	
MKT 340					
STAT 101		4			
History Choice		3			
		<b>17</b>		<b>12</b>	<b>5</b>

<b>Senior</b>					
Fall	Credits	Spring	Credits	Summer	Credits
A M D 305		3 A M D 431 (Spring only)		3	
A M D 415		3 A M D 496 (Spring only)		3	
A M D 467		3 Elective		3	

Elective	3 SCM 301	3
		<b>12</b>

**Total Credits: 124**

Apparel, Merchandising, and Design, B.S. -- Fashion Communications  
Primary Option

**Freshman**

Fall	Credits	Spring	Credits
ENGL 150		3 ENGL 250	3
A M D 131 (Fall only)		3 A M D 210	3
A M D 165		3 A M D 245	3
AESHM 111		1 EVENT 171	3
AESHM 111L		1 Fashion Communications Elective 1	3
LIB 160	1		
Social	3		
Science or Humanities Choice			
		<b>15</b>	<b>15</b>

**Sophomore**

Fall	Credits	Spring	Credits
A M D 204		4 ACCT 284	3
A M D 275		3 A M D 376	4
Select one (1) class from:		3 AESHM 211	3
MATH 104		ECON 101	3
MATH 105		EVENT 277	3
MATH 140			
MATH 150			
COM S 113	3		
Minor	3		
Class 1 (dd in FC electives)			
		<b>16</b>	<b>16</b>

**Junior**

Fall	Credits	Spring	Credits	Summer	Credits
A M D 231		4 A M D 356		3 AESHM 470N	3
A M D 288X		3 A M D 377			3
AESHM 311N		1 A M D 388X			3

Select one (1) class from:	3 AESHM 280	R
AESHM 340	AESHM 380N	3
MKT 340	STAT 101	4
Science	3	
Choice		
Minor	3	
Class 2 (dd in FC electives)		
		<b>17</b>
		<b>16</b>
		<b>3</b>

**Senior**

Fall	Credits	Spring	Credits
A M D 372		3 AESHM 474	3
Speech		3 History	3
Choice		Choice	
Minor		3 Minor	3
Class 3		Class 5	
Minor		3 Elective	3
Class 4			
Elective	2		
		<b>14</b>	<b>12</b>

**Total Credits: 124**

## Apparel, Merchandising, and design Minor

A minor in Apparel, Merchandising, and Design requires (15-17 cr.) of the following:

Select from:		3
A M D 121	Apparel Assembly Processes	
A M D 131	Fashion Products and Markets	
A M D 165	Dress, Appearance, and Diversity in U.S. Society	
A M D 178	Introduction to Apparel Design Studio	
Select from:		3-4
A M D 204	Textile Science	
Select from:		3-4
A M D 231	Product Development and Manufacturing	
A M D 245	Aesthetics and Brand Image	
A M D 257	Museum Studies	
A M D 275	Retail Merchandising	
300-400 level at Iowa State University in A M D or approved AESHM		6
AESHM 340	Hospitality and Apparel Marketing Strategies	
AESHM 342	Aesthetics of Consumer Experience	

AESHM 470N	Supervised Professional Internship: Apparel
AESHM 472	Fashion Show Management
AESHM 474	Entrepreneurship in Human Sciences
AESHM 476CX	Entrepreneurship Studio: Creating an Online Business
AESHM 499X	Research, Seminar, or Senior Project
A M D 305	Quality Assurance of Textiles and Apparel
A M D 328	Apparel, Merchandising, and Design Seminar
A M D 354	Fashion History I: Prehistoric to Mid-19th Century
A M D 356	Fashion History II: Mid-19th Century to the Present
A M D 362	Cultural Perspectives of Global Dress
A M D 372	Sourcing and Global Issues
A M D 375	Omni-Channel Retailing
A M D 376	Merchandise Planning and Buying
A M D 377	Visual Presentation and Promotions
A M D 393	Apparel, Merchandising, and Design Workshop
A M D 404	Innovative Textiles
A M D 431	Apparel Production Management
A M D 458	Queer Fashions: History, Culture, and the Industry
A M D 467	Consumer Studies in Apparel and Fashion Products
A M D 475	Retail Information Analysis
A M D 490	Independent Study
A M D 499	Undergraduate Research

**Total Credits****15-17**

## FASHION, CULTURE, HISTORY, AND SOCIAL JUSTICE MINOR

The Fashion, Culture, History, and Social Justice minor will benefit emerging professionals and future leaders entering the fashion, museum, or other related industries become more critical people in regards to fashion, appearance, clothing, history, and identity. Examples of a few job titles that this minor would benefit include museum curator, collections manager, research associate, chief diversity officer, human resource roles, designers, merchandisers, product developers, and/or marketing managers.

Having an increased awareness of appearances and fashions of individuals historically experiencing oppression and marginalization can aid in societal improvements towards developing a more socially just environment. As students enter the workforce with a social justice background, they can better understand and work with others who are different from them. Additionally, having a better understanding of diverse consumers could help provide these consumers with the products they

desire, in addition to avoiding public diversity issues that are far too common in the fashion industry.

### Learning Outcomes:

- Examine historical, social/psychological, and cultural aspects of fashion, clothing, appearance, and identity with a focus on social justice
- Define social justice, power, privilege, and inequity as it relates to the historical, social/psychological, and cultural aspects of fashion, clothing, appearance, and identity
- Examine power dynamics of diverse communities and cultures and their fashions, clothing, appearance, and identities

### Requirements:

The Fashion, Culture, History, and Social Justice minor can be earned by successfully completing the following for a total of 15 credits. All course prerequisites must be completed prior to taking the course. All minor courses must be taken for a grade.

Required course:		3
A M D 165	Dress, Appearance, and Diversity in U.S. Society	
Select from:		6
A M D 354	Fashion History I: Prehistoric to Mid-19th Century	
A M D 366X	History of Menswear	
A M D 356	Fashion History II: Mid-19th Century to the Present	
A M D 458	Queer Fashions: History, Culture, and the Industry	
AESHM 462X	Black Lives Matter: Fashion, Politics, and Resistance Movements	

Select from: 6

### African and African American Studies

AF AM 201	Introduction to African American Studies
AF AM 311	Africa under Colonial Rule
AF AM 325	Peoples and Cultures of Africa.
AF AM 330	Ethnic and Race Relations
AF AM 334	Africana Religions
AF AM 347	Studies in African American Literature
AF AM 350	Women of Color in the U.S
AF AM 353	History of African Americans I
AF AM 354	History of African Americans II
AF AM 473	Civil Rights and Ethnic Power

### American Indian Studies

AM IN 201	Native People in American Culture
AM IN 205	American Indians in the Movies
AM IN 210	Introduction to American Indian Studies
AM IN 225	American Indians of Iowa

AM IN 310	Contemporary Topics in American Indian Studies
AM IN 322	Peoples and Cultures of Native North America
AM IN 332	Current Issues in Native North America
AM IN 346	American Indian Literature
Anthropology	
ANTHR 225	American Indians of Iowa
ANTHR 322	Peoples and Cultures of Native North America
ANTHR 325	Peoples and Cultures of Africa.
ANTHR 332	Current Issues in Native North America
ANTHR 444	Cross-cultural Perspectives on Gender and Sexuality
American Sign Language	
ASL 107	Introduction to the Deaf-World
ASL 275	Topics in Deaf Culture
ASL 325	Deaf Peoples: Pre-World War II
Apparel, Merchandising, and Design	
A M D 362	Cultural Perspectives of Global Dress
Arabic	
ARABC 375	Arab Culture
Architecture	
ARCH 426	Topics in Native American Architecture
Art History	
ART H 382	Art and Architecture of Asia
ART H 384	Art of Islam
ART H 494	Women/Gender in Art
Chinese	
CHIN 272	Introduction to Chinese Culture
CHIN 370	Chinese Literature in English Translation
CHIN 375	China Today
CHIN 378	Chinese Film and Society
CHIN 403	Seminar in Chinese Language and Culture
Classical Studies	
CL ST 374	Sex, Gender, and Culture in the Ancient Mediterranean World
Economics	
ECON 321	Economics of Discrimination
English	
ENGL 340	Women's Literature
ENGL 344	U.S. Latino/a Literature
ENGL 346	American Indian Literature
ENGL 347	Studies in African American Literature
ENGL 352	Gay and Lesbian Literature
History	

HIST 207	Chinese Civilization
HIST 255	Introduction to World History, 1500-Present
HIST 331	History of the Islamic World to 1800
HIST 336	History of Modern China I
HIST 337	History of Modern China II
HIST 338	Modern Japanese History
HIST 340	History of Latin America I
HIST 341	History of Latin America II
HIST 353	History of African Americans I
HIST 354	History of African Americans II
HIST 371	Mexican American History
HIST 372	Latina/o History
HIST 374	Sex, Gender, and Culture in the Ancient Mediterranean World
HIST 380	History of Women in Science, Technology, and Medicine
HIST 386	History of Women in America
HIST 410	The Holocaust in History
HIST 435	History of the Modern Middle East
HIST 441	History of Modern Mexico and Central America
HIST 457	History of American Sexualities
HIST 465	The American West
HIST 473	Civil Rights and Ethnic Power
Leadership Studies	
LD ST 333	Gender and Leadership
LD ST 488	Research on Gender and Leadership
Philosophy	
PHIL 235	Ethical Issues in a Diverse Society
PHIL 338	Feminist Philosophy
Political Science	
POL S 385	Women in Politics
Psychology	
PSYCH 346	Psychology of Women
PSYCH 347	U.S. Latino/a Psychology
Religious Studies	
RELIG 210	Religion in America
RELIG 328	Native American Religions (RELIG 333)
RELIG 334	Africana Religions
RELIG 336	Religion and Gender
RELIG 342	Religion and U.S. Latino/a Literature
RELIG 352	Religions of India
RELIG 358	Islam
Sociology	

SOC 235	Social Problems and American Values
SOC 327	Gender and Sexualities in Society
SOC 330	Ethnic and Race Relations
SOC 331	Social Class and Inequality
SOC 332	The Latino/Latina Experience in U.S. Society
SOC 350	Women in Agriculture and the Food System
U.S. Latino/a Studies	
US LS 211	Introduction to U.S. Latino/a Studies
US LS 323A	Latin American Anthropology: Violence and Memory
US LS 323B	Latin American Anthropology: Social movements and Democracy
US LS 323C	Latin American Anthropology: Race, Class and Gender
US LS 323D	Latin American Anthropology: Regional Focus
US LS 323E	Latin American Anthropology: Culture and Sport.
US LS 342	Religion and U.S. Latino/a Literature
US LS 343	Latin American Government and Politics
US LS 347	U.S. Latino/a Psychology
US LS 371	Mexican American History
US LS 372	Latina/o History
US LS 473	Civil Rights and Ethnic Power
Women's and Gender Studies	
WGS 201	Introduction to Women's and Gender Studies
WGS 203	Introduction to Lesbian Studies
WGS 205	Introduction to Queer Studies
WGS 210	Gender and Sexuality in American Pop Culture
WGS 301	International Perspectives on Women and Gender
WGS 320	Ecofeminism
WGS 321	Economics of Discrimination
WGS 323	Gender and Communication
WGS 325	Portrayals of Gender and Sexualities in the Media
WGS 327	Gender and Sexualities in Society
WGS 333	Gender and Leadership
WGS 336	Religion and Gender
WGS 338	Feminist Philosophy
WGS 340	Women's Literature
WGS 346	Psychology of Women
WGS 350	Women of Color in the U.S
WGS 352	Gay and Lesbian Literature
WGS 374	Sex, Gender, and Culture in the Ancient Mediterranean World

WGS 380	History of Women in Science, Technology, and Medicine
WGS 385	Women in Politics
WGS 386	History of Women in America
WGS 435	Gender, Globalization and Development
WGS 444	Cross-cultural Perspectives on Gender and Sexuality
WGS 457	History of American Sexualities
WGS 488	Research on Gender and Leadership
WGS 494	Women/Gender in Art
World Languages and Cultures	
WLC 352	Religions of India
WLC 358	Islam

## TEXTILE SCIENCE AND PRODUCT PERFORMANCE MINOR

The Textile Science and Product Performance minor is targeted specifically at the scientific, innovative, evaluative, technological, and performative aspects of textiles, and will fulfill industry demands for graduates that can provide answers to complex, interdisciplinary issues linked to textile-centered products. Textiles are utilized daily in: (a) medical procedures, (b) shelters and homes, (c) transportation, (d) physical and psychological protection, (e) physical performance, (f) adornment.

The minor is designed for:

- students in the STEM fields of chemistry, chemical and biological engineering, and materials science and engineering who desire academic experiences and knowledge in another applied product area
- students in the apparel, merchandising, and design, areas who want a focused concentration on textile science and the evaluation of quality and performance of textiles and textile products

### Learning Outcomes

Students who complete the Textile Science and Product Performance minor will meet the following over-arching learning objectives:

- Apply a comprehensive understanding of the characteristics (physical, chemical and structural) of textiles/textile products and the interrelationship of these characteristics to their major discipline
- Engage in interdisciplinary research through the analysis, testing and evaluation of textiles and textile products for sustainable industry and global applications in their major

### Requirements

The Textile Science and Product Performance minor consists of 17 credits, including 14 credits distributed over four required classes. Six of the nine required 300-400 level credits in the minor must be taken at Iowa State University. Nine credits must be isolated to the minor only.

A M D 204	Textile Science	4
A M D 231	Product Development and Manufacturing	4
A M D 305	Quality Assurance of Textiles and Apparel	3
A M D 404	Innovative Textiles	3

Select one for 3 credits from:

AESHM 470N	Supervised Professional Internship: Apparel	
A M D 490A	Independent Study: Textile Science	
A M D 499	Undergraduate Research	

## merchandising Certificate

A certificate in Merchandising requires (22 cr.) of the following:

A M D 275	Retail Merchandising	3
A M D 375	Omni-Channel Retailing	3
A M D 376	Merchandise Planning and Buying	4
A M D 475	Retail Information Analysis	3

Select from: 9

AESHM 287	Principles of Management in Human Sciences	
AESHM 340	Hospitality and Apparel Marketing Strategies	
AESHM 342	Aesthetics of Consumer Experience	
AESHM 470N	Supervised Professional Internship: Apparel	
AESHM 474	Entrepreneurship in Human Sciences	
A M D 165	Dress, Appearance, and Diversity in U.S. Society	
A M D 245	Aesthetics and Brand Image	
A M D 372	Sourcing and Global Issues	
A M D 377	Visual Presentation and Promotions	
A M D 467	Consumer Studies in Apparel and Fashion Products	

---

**Total Credits** 22

The Merchandising Certificate may be earned at the same time as an ISU baccalaureate degree or after the completion of an associate of arts (AA) or associate of science (AS) degree or a baccalaureate degree from any accredited institution.

The AMD program offers a **concurrent B.S. and M.S. degree** that allows students to obtain a B.S. and M.S. degree in apparel, merchandising, and design in **five** years. Application for admission to the Graduate College should be made in the junior year. More information can be found here: <https://aeshm.hs.iastate.edu/graduate-students/graduate-programs/apparel-merchandising-and-design/concurrent-bs-ms/>.

## Graduate Study

The program offers work for the concurrent Bachelor of Science and Master of Science; Master of Science (thesis and non-thesis options; on-campus and hybrid); and Doctor of Philosophy (on-campus and distance hybrid) with a major in apparel, merchandising, and design. For all programs the field of study is highly interdisciplinary; programs of study are tailored to students' background and interests. The program offers a concurrent B.S. and M.S. degree that allows students to obtain both the B.S. and M.S. degrees in apparel, merchandising, and design in 5 years. Application for admission to the Graduate College should be submitted in fall semester of the junior year.

Graduates understand how textiles and apparel are essential in meeting individual and societal needs and understand the interdependence of nations and cultures as producers and consumers. Graduates understand diverse philosophies of scholarship and apply multiple methods to creative activity, research, and teaching. Strong writing and oral communication skills help graduates disseminate scholarship and compete successfully for awards and grants.

Graduates accept positions relevant to their academic experience. All doctoral graduates have teaching experience. Master's and doctoral graduates have experience working in team-oriented and interactive environments. Graduates are prepared to adapt to future changes in their professions and to provide leadership in professional and public practice.

They bring a strong sense of ethics to research, teaching, and business endeavors.

Program emphases for graduate study include creative design and functional design; product development; consumer behavior; entrepreneurship; merchandising and marketing aspects of textiles and clothing; acquisition and use of textiles and apparel within cultures; U.S. dress and textiles from the 19th into the 21st centuries; textiles and sustainability.