

WINONA STATE UNIVERSITY

NOTIFICATIONS

Department Marketing Date 01/27/14

If the proposed curricular change involves existing courses and is considered a Notification, complete and submit this form. Refer to Regulation 3-4, *Policy for Changing the Curriculum*, for complete information on submitting proposals for curricular changes.

Please check type of change(s):

☐ Reduction in course number ☐ Change in grading option ☐ Change in hours or credits in an independent study course
☐ Change in course title ☐ Change in course description* ☒ Change in existing major, minor, option, concentration, etc.*
☐ Change in prerequisites ☐ Change in course number within level, e.g. 310 to 350 ☐ Change in delivery method

A. Current Course Information

Course No. _____ Course Title _____ Credits _____

This proposal is for a(n) ☐ Undergraduate Course ☐ Graduate Course

Applies to ☐ Major ☐ Minor
☐ Required ☐ Required
☐ Elective ☐ Elective

Prerequisites _____

Grading ☐ Grade only ☐ P/NC only ☐ Grade and P/NC Option

Frequency of offering ☐ one time each semester _____

Proposed Course Information. (Please indicate only proposed changes below.)

Course No. _____ Course Title _____ Credits _____

Prerequisites _____

Grading ☐ Grade only ☐ P/NC only ☐ Grade and P/NC Option

Frequency of offering _____

Effective date (normally the next semester) ☐ Fall, 2014 (20153) _____

B. *If the proposal requests a change in the course description, please attach a description of the change requested and list both the current and proposed course description. If the proposal requests a change in an existing major, minor, option, concentration, etc., please attach a description of the change(s) requested and list both the current and proposed program listings.

Explanation of changes:

1. MKTG 325 is now MKTG 265 – number change only
2. MKTG 345 name change from Sales Management to Sales Account Management
3. Separated Economics and Finance courses, since last revision they became two different departments
4. Clarification notes on double counting courses. Policy did not change simply adding a clarifying explanation.
5. The 'Note' at the end of program changes from stating a list exists, when one does not, and simply sends the student to the department chair to discuss options. Again no change in policy.

(new catalogue copy on next page)

S 2/1/2014

Marketing (MKTG) - BS Major

[Return to: Undergraduate Degrees & Programs](#)

66 S.H. (No Minor Required)

Graduation Requirements – Marketing Major

- Achieve a grade of "C" or better in all marketing major required and elective courses. A marketing course taken with a grade of "D," "F" or "W" can be repeated only one time.
- Complete an experiential marketing practicum (MKTG 399 - Internship Problem or MKTG 429 - Small Business Consulting).
- Complete a minimum of 50% of the credits required for the marketing major at WSU.
- Meet all other WSU graduation requirements .

Required Courses (54 S.H.)

Accounting (6 S.H.)

- ACCT 211 - Financial Accounting Principles (3 S.H.)
- ACCT 212 - Managerial Accounting Principles (3 S.H.)

Business Administration (15 S.H.)

- BUSA 291 - Legal Environment of Business (3 S.H.)
- Δ MGMT 325 - Organizational Dynamics (3 S.H.)
- ♦ MGMT 334 - Operations Management (3 S.H.)
- © MGMT 495 - Strategic Management (3 S.H.)
- MIS 362 - Management Information Systems (3 S.H.)

Economics (6 S.H.)

- ECON 201 - Principles of Microeconomics (3 S.H.)
- ECON 202 - Principles of Macroeconomics (3 S.H.)

Finance (3 S.H.)

- FIN 360 - Corporate Finance (3 S.H.)

Mathematics Requirements (3 S.H.)

Choose one:

- MATH 140 - Applied Calculus (3 S.H.)
- MATH 212 - Calculus I (4 S.H.)

Statistics (3 S.H.)

Choose one:

- ♦ ECON 222 - Statistics for Business and Economics (3 S.H.)
- STAT 110 - Fundamentals of Statistics (3 S.H.)
- STAT 210 - Statistics (3 S.H.)

Marketing Core (18 S.H.)

- MKTG 300 - Principles of Marketing (3 S.H.)
- MKTG 332 - Market Analysis (3 S.H.)
- ♦ MKTG 334 - Marketing Research (3 S.H.)
- © MKTG 344 - Buyer Behavior (3 S.H.)
- Δ MKTG 346 - Marketing Management (3 S.H.)

Marketing Major Practicum

One of the following:

- MKTG 399 - Internship Problem (3 S.H.)
- MKTG 429 - Small Business Consulting** (3 S.H.)

Electives† - MKTG (12 S.H.)

- MKTG 265 - Professional Selling (3 S.H.)
- MKTG 327 - Marketing and Entrepreneurship (3 S.H.)
- MKTG 329 - Sports Marketing (3 S.H.)
- MKTG 331 - International Marketing (3 S.H.)
- MKTG 333 - Topics in Marketing (3 S.H.)
- MKTG 335 - Tourism Marketing (3 S.H.)
- MKTG 336 - Services Marketing (3 S.H.)
- MKTG 338 - Branding (3 S.H.)
- MKTG 339 - Internet and Social Media Marketing (3 S.H.)
- MKTG 341 - E-Commerce (3 S.H.)
- MKTG 345 - Sales Account Management* (3 S.H.)
- MKTG 348 - Qualitative Research and Account Planning (3 S.H.)
- MKTG 349 - Independent Study (1-3 S.H.)
- MKTG 363 - Integrated Marketing Communications (3 S.H.)

- MKTG 365 - Advanced Professional Selling* (3 S.H.)
- MKTG 429 - Small Business Consulting** (3 S.H.)

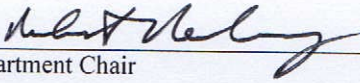
* Students with a Professional Selling minor can NOT use MKTG 345 or MKTG 365 as electives in the Marketing Major

** MKTG 429 can only be used to fulfill one requirement, either the Practicum or as an Elective

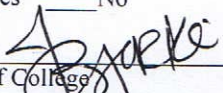
Note:

† With department approval one course from outside the Marketing Department that contains significant content relevant to marketing may be used as an elective. See the department chairperson for details.

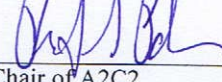
Approved by the Department

 01/27/14
 Department Chair Date
bnewberry@winona.edu
 e-mail address

Notification to the College Dean

X Yes No
 1/29/14
 Dean of College Date

Presented at A2C2 meeting on

2/13/14 
 Date Chair of A2C2

Presented at Graduate Council meeting on (if applicable)

 Date Chair of Graduate Council

Submitted to Registrar on

2/13/14 Registrar: Please notify department chair via e-mail that
 Date Notification has been recorded.

*If a dean has comments on a notification, the dean shall forward the comments to the department. [Revised 7-13-11]