

# 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. total hours did not change, but the math was wrong before, minor is actually 33 S.H.
2. MKTG 325 is now MKTG 265 – number change only
3. MKTG 345 name change from Sales Management to Sales Account Management
4. Clarification note 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)

## Marketing (MKTG) - BS Minor

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

33 S.H.

### Graduation Requirements — Marketing Minor

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- Achieve a grade of “C” or better in all marketing minor required and elective courses. A marketing course taken with a grade of “D,” “F” or “W” can be repeated only one time.
- Complete a minimum of 50% of the credits required for the marketing minor at WSU.
- Meet all other [WSU graduation requirements](#) .

### Required Courses (21 S.H.)

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#### Accounting (3 S.H.)

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

#### Economics (3 S.H.)

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

#### Mathematics (3 S.H.)

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- MATH 110 - Finite Mathematics (3 S.H.) or higher

#### Statistics (3 S.H.)

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- STAT 110 - Fundamentals of Statistics (3 S.H.) or higher

#### Marketing Core - MKTG (9 S.H.)

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- MKTG 300 - Principles of Marketing (3 S.H.)
- MKTG 332 - Market Analysis (3 S.H.)
- © MKTG 344 - Buyer Behavior (3 S.H.)

#### Electives† - MKTG (12 S.H.)

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- MKTG **265** - Professional Selling (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 334 - Marketing Research (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.)
- Δ MKTG 346 - Marketing Management (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 399 - Internship Problem (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 Minor

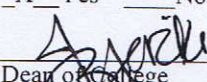
### Note:

† 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

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

Notification to the College Dean

☒ Yes ☐ No  
 \_\_\_\_\_ 1/29/14  
Dean of College \_\_\_\_\_ Date \_\_\_\_\_

Presented at A2C2 meeting on

 \_\_\_\_\_ 2/12/14  
Date \_\_\_\_\_ Chair of A2C2 \_\_\_\_\_

Presented at Graduate Council  
meeting on (if applicable)

\_\_\_\_\_ Date \_\_\_\_\_ Chair of Graduate Council \_\_\_\_\_

Submitted to Registrar on

2/13/14  
Date \_\_\_\_\_ Registrar: Please notify department chair via e-mail that  
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]