



Winona State University
Four-Year Program Map

Created on 12/7/2016
 Effective Fall 2016

Program: Marketing
Emphasis (optional):

Fall Semester				Spring Semester		
	Course	Requirement Met	SH	Course	Requirement Met	SH
Year 1	ENG 111	GE Goal 1	4	CMST 192	GE Goal 1	3
	MATH 140	Major/GE Goal 4	3	ACCT 211	Major	3
	ECON 201	Major/GE Goal 5	3	STAT 110	Major	3
	MKTG 100	GE Goal 9	3	MKTG 105	GE Goal 10	3
	OR 100	Recommended	1	Goal 6 (Fine Arts)	GE Goal 6	3
<i>NOTE: Math requirements are based on the major; however, a student's math placement is based on ACT score. It may be necessary for a student to take more than one math course.</i>				<i>NOTE: Students have a choice of Statistics course based on their major. This major requires STAT 110, STAT 210, or ECON 222.</i>		
First-Year Fall Semester Credit Hour Total			14	First-Year Spring Semester Credit Hour Total		15
Year 2	ECON 202	Major/GE Goal 5/8	3	ACCT 212	Major	3
	Goal 3 (Lab)	GE Goal 3	4	MKTG 300	Major	3
	Goal 6 (Humanities)	GE Goal 6	3	Goal 6 (Fine Arts or Humanities)	GE Goal 6	3
	Goal 5	GE Goal 5	3	Goal 3	GE Goal 3	3
	Major Elective (MKTG 265)	Major	3	Goal 7	GE Goal 7	3
<i>NOTE: Apply for admission to the College of Bus after completion of 30 credits, ENG 111, CMST 191 or 192, ECON 201, ACCT 211, STAT 110 or ECON 222 or STAT 210, & MATH 110 or higher.</i>				<i>NOTE:</i>		
Second-Year Fall Semester Credit Hour Total			16	Second-Year Spring Semester Credit Hour Total		15
Year 3	FIN 360	Major	3	MGMT 334	Major/CAI	3
	MGMT 325	Major/WI	3	MKTG 332	Major	3
	BUSA 291	Major	3	MKTG 334	Major	3
	MKTG 344	Major	3	MIS 362	Major	3
	Major Elective	Major	3	PE (Physical Development/Wellness)	PDW	2-3
				General Elective (if only take 2 credits in PDW)	Elective	1
			15			
<i>NOTE: Major Elective - course specifically outlined for the major as required electives listed on the DARS.</i>				<i>NOTE: General Elective - Credits used to meet the 120 semester hours required to earn a degree.</i>		
Third-Year Fall Semester Credit Hour Total			15	Third-Year Spring Semester Credit Hour Total		15
Year 4	MKTG 346	Major/WI	3	MGMT 495	Major/OI	3
	Major Elective	Major	3	MKTG 399 or 429 (practicum)	Major	3
	General Elective	Elective	3	Major Elective	Major	3
	General Elective	Elective	3	General Elective	Elective	3
	General Elective	Elective	3	General Elective	Elective	3
<i>NOTE: Major Elective - course specifically outlined for the major as required electives listed on the DARS. General Elective - credits used to meet 120.</i>				<i>NOTE: Major Elective - course specifically outlined for the major as required electives listed on the DARS. General Elective - credits used to meet 120.</i>		
Fourth-Year Fall Semester Credit Hour Total			15	Fourth-Year Spring Semester Credit Hour Total		15

NOTE: Complete at least 50% of Marketing Major Courses at Winona State University.

Total Credit Hours (SH): 120

Guide to 4 Year Major Maps

- 4 Year Major Maps are intended to show a recommended four-year pathway to a degree. Students must be fulltime, college ready, and ready to declare a major to follow the map exactly as shown. Maps are only a sample; there may be other pathways that lead to completion of the degree in four years.
- Major Maps are NOT intended to take the place of meetings with advisors.
- Major Maps are NOT intended to take the place of the Degree Audit System (DARs).

All courses listed on a major map will be labelled as one or more of the following:

GE Goal	General Education Goal Area	Indicates that the course meets one of the 10 General Education Goals
Gen Elec	General Elective	Indicates that the course does not meet a General Education, Major or Minor requirement but does count toward the degree
Major	Major Requirement	Indicates that the course meets a Major requirement
Major Elec	Major Elective	Indicates that the course counts toward the major as an elective, must be chosen from list of approved courses
Minor	Minor Requirement	Indicates that the course meets a Minor requirement
CAI	Critical Analysis Intensive	Indicates that the course counts as a Critical Analysis Intensive
OI	Oral Intensive	Indicates that the course counts as an Oral Intensive
WI	Written Intensive	Indicates that the course counts as a Written Intensive
PDW	Personal Development and Wellness	Indicates that the course counts as a Personal Development and Wellness Requirement

General Education Goal Areas:

		Minimum credits required
Goal 1	Communication	7 credits
Goal 2	Critical Thinking (Met with completion of all other goal areas)	--
Goal 3	Natural Science	7 credits
Goal 4	Mathematics	3-4 credits
Goal 5	History, Social/Behavioral Sciences	9 credits
Goal 6	Humanities and Fine Arts	9 credits
Goal 7	Human Diversity	3 credits
Goal 8	Global Perspective	3 credits
Goal 9	Ethic and Civic Responsibility	3 credits
Goal 10	People and the Environment	3 credits

Graduation Requirements:

- Minimum of 120 total credits (semester hours) required for Bachelors' Degree
- Minimum of 40 General Education credits required
- Minimum of 40 Upper Division credits required
- Minimum of 30 Residence credits required in Junior/Senior years
- Minimum WSU cumulative grade point average of 2.00; some programs require higher grade point averages

Major Maps are not contracts. Winona State University reserves the right to make changes at any time, without prior notice, to programs, policies, procedures and information described in this major map. Students should consult the appropriate academic department or college for currently accurate program information.