



Winona State University  
Four-Year Program Map

Created on 9/19/2019  
Effective Fall 2019

Program: Marketing (BS MKTG)  
Emphasis (optional):

| Fall Semester   |   |                   |   | Spring Semester   |                              |     |              |
|---|---|-------------------|---|---|------------------------------|-----|--------------|
|   | Course  | Requirement Met   | SH  | Course  | Requirement Met              | SH  |              |
| <b>Year 1</b>   | ENG 111 College Reading & Writing or CMST 191/CMST 192  | GE Goal 1         | 3-4   | CMST 191 Intro Publ Spkg/CMST 192 Intro Spch Comm or ENG 111  | GE Goal 1                    | 3-4 |              |
|   | MATH 140 Applied Calculus   | Major/GE Goal 4   | 3   | ACCT 211 Financial Accounting Principles  | Major                        | 3   |              |
|   | ECON 201 Principles of Microeconomics   | Major/GE Goal 5   | 3   | STAT 110 Fundamentals of Statistics   | Major                        | 3   |              |
|   | MKTG 100 Marketing and Society (recommended)  | GE Goal 9         | 3   | MKTG 105 Global Exchange: A Sustainable Approach (recommended)  | GE Goal 10                   | 3   |              |
|   | OR 100 Orientation  | Recommended       | 1   | General Education Course  | GE Goal 6 (Fine Arts)        | 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. Major courses require a grade of "C" or better.</i> |                              |     |              |
| <b>First-Year Fall Semester Credit Hour Total</b>   |   |                   | <b>13-14</b>  | <b>First-Year Spring Semester Credit Hour Total</b>   |                              |     | <b>15-16</b> |
| <b>Year 2</b>   | ECON 202 Principles of Macroeconomics   | Major/GE Goal 5/8 | 3   | ACCT 212 Managerial Accounting Principles   | Major                        | 3   |              |
|   | General Education Course Lab  | GE Goal 3 (Lab)   | 4   | MKTG 300 Principles of Marketing  | Major                        | 3   |              |
|   | General Education Course  | GE Goal 6 (Hum)   | 3   | General Education Course  | GE Goal 6 (Fine Arts or Hum) | 3   |              |
|   | General Education Course  | GE Goal 5         | 3   | General Education Course  | GE Goal 3                    | 3   |              |
|   | MKTG 265 Introduction to Professional Selling   | Major             | 3   | General Education Course  | 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 or ECON 202, ACCT 211, STAT 110 or ECON 222 or STAT 210 &amp; MATH 110.</i> |                   |   | <i>NOTE:</i>  |                              |     |              |
| <b>Second-Year Fall Semester Credit Hour Total</b>  |   |                   | <b>16</b>   | <b>Second-Year Spring Semester Credit Hour Total</b>  |                              |     | <b>15</b>    |
| <b>Year 3</b>   | FIN 360 Corporate Finance   | Major             | 3   | MGMT 334 Operations Management  | Major/CAI                    | 3   |              |
|   | MKTG 332 Market Analysis  | Major             | 3   | MGMT 325 Organizational Dynamics  | Major/WI                     | 3   |              |
|   | MKTG 344 Buyer Behavior   | Major             | 3   | MKTG 334 Marketing Research   | Major                        | 3   |              |
|   | General Elective (encourage coursework in a minor)  | Elective/Minor    | 3   | MIS 362 Management Information Systems  | Major                        | 3   |              |
|   | Major Elective  | Major Elective    | 3   | PE (Physical Development/Wellness)  | PDW                          | 2-3 |              |
|   |   |                   |   | General Elective (if only take 2 credits in PDW)  | Elective                     | 1   |              |
|   | <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>  |                              |     |              |
| <b>Third-Year Fall Semester Credit Hour Total</b>   |   |                   | <b>15</b>   | <b>Third-Year Spring Semester Credit Hour Total</b>   |                              |     | <b>15</b>    |
| <b>Year 4</b>   | MKTG 346 Marketing Management   | Major/WI          | 3   | MGMT 495 Strategic Management   | Major/OI                     | 3   |              |
|   | Major Elective  | Major Elective    | 3   | MKTG 399 Internship Progrem or 429 Small Business Consulting  | Major                        | 3   |              |
|   | General Elective (encourage coursework in a minor)  | Elective/Minor    | 3   | Major Elective  | Major Elective               | 3   |              |
|   | BUSA 291 Legal Environment of Business  | Major             | 3   | General Elective (encourage coursework in a minor)  | Elective/Minor               | 3   |              |
|   | General Elective (encourage coursework in a minor)  | Elective/Minor    | 3   | General Elective (encourage coursework in a minor)  | Elective/Minor               | 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> |   |                              |     |              |
| <b>Fourth-Year Fall Semester Credit Hour Total</b>  |   |                   | <b>15</b>   | <b>Fourth-Year Spring Semester Credit Hour Total</b>  |                              |     | <b>15</b>    |

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.