



## Winona State University Four-Year Program Map

Created on 7/12/2023  
Effective Fall 2023

**Program:** Marketing (BS MKTG)  
**Emphasis (optional):** (no minor required)

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 110 Finite Mathematics	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	
	NOTE: Math requirements are based on the major; however, a student's math placement is based on ACT score or the last math course they completed in high school. It may be necessary for a student to take more than one math course. This major requires MATH 110 or 112 or 115 or 120 or 140 or 212.				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.		
<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	
	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 & MATH 110.				NOTE:		
<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	
NOTE: Major Elective - course specifically outlined for the major as required electives listed on the DARS.				NOTE: General Elective - Credits used to meet the 120 semester hours required to earn a degree.			
<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 420 Marketing Management	Major/WI	3	MGMT 495 Strategic Management	Major/OI	3	
	Major Elective	Major Elective	3	MKTG 399 Internship Proglem 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	
	NOTE: Major Elective - course specifically outlined for the major as required electives listed on the DARS. General Elective - credits used to meet 120.				NOTE: Major Elective - course specifically outlined for the major as required electives listed on the DARS. General Elective - credits used to meet 120.		
<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 full-time, 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 (DARs/uAchieve).

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.