

# 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.

## **B.S. MINOR—PROFESSIONAL SELLING (30 S.H.)**

### **GRADUATION REQUIREMENTS- PROFESSIONAL SELLING MINOR**

1. Achieve a grade of "C" or better in all Professional Selling Minor required and elective courses. A marketing course taken with a grade of "D," "F" or "W" can be repeated only one time.
2. Complete a minimum of 50% of the credits required for the Professional Selling Minor at WSU.
3. Meet all other WSU graduation requirements (page XX).

### **REQUIRED COURSES (21 S.H.)**

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

ACCT 211 Financial Accounting Principles (3)

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

ECON 201 Principles of Microeconomics (3)

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

Stat 110 Fundamentals of Statistics or higher

#### **Selling Core (12 S.H.)**

MKTG 265 Professional Selling (3)

MKTG 300 Principles of Marketing (3) (Prerequisite: Admission to College of Business\*)

MKTG 345 Sales Account Management (3) (Prerequisites: Grade of "C" or better in MKTG 265 and MKTG 300)

MKTG 365 Advanced Professional Selling (3) (Prerequisites: Grade of "C" or better in MKTG 265 and MKTG 300)

### **ELECTIVE COURSES (9 S.H.)**

#### **Practicum (3 S.H.)**

MKTG 349 Independent Study (3) (Prerequisites: Grade of "C" or better in MKTG 345 OR MKTG 365 and department approval)

MKTG 399 Internship Experience (3) (Prerequisites: Grade of "C" or better in MKTG 345 OR MKTG 365, minimum GPA 2.50 and department approval)

#### **Communication Studies (6 S.H.)**

CMST 266 Professional Communication Skills (3)

CMST 281 Intercultural Communication (3)

CMST 296 Fundamentals of Interviewing (3)

CMST 321 Conflict and Communication (3)

CMST 357 Communication in Social Media (3)

CMST 371 Small Group Communication (3)

CMST 375 Argumentation (3)

CMST 387 Interpersonal Communication (3)

CMST 389 Persuasion and Advocacy (3)

**Professional Selling Minors can NOT use MKTG 345 – Sales Account Management or MKTG 365 – Advanced Professional Selling as Marketing Electives to earn a Marketing Major or Minor.**

#### **\*College of Business Admissions Requirements**

1. 30 or more earned credits at the time of application.
2. Cumulative GPA of 2.5 (includes transfer credits).
3. Completion of the following courses with a minimum earned grade of "C" is required.  
(ENG 111, ECON 201, MATH 110 or above, CMST 191, ACCT 211, and STAT 110, ECON 222 or STAT 210\*\*)

**\*\*COB minors with non-COB majors: completion of any college level statistics course**

## OLD

### B.S. MINOR—PROFESSIONAL SELLING 30 S.H.

#### GRADUATION REQUIREMENTS- PROFESSIONAL SELLING MINOR

1. Achieve a grade of "C" or better in all Professional Selling Minor required and elective courses. A marketing course taken with a grade of "D," "F" or "W" can be repeated only one time.
2. Complete a minimum of 50% of the credits required for the Professional Selling Minor at WSU.
3. Meet all other WSU graduation requirements (page XX).

#### REQUIRED COURSES (21 S.H.)

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

ACCT 211 Financial Accounting (3)

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

ECON 201 Principles of Microeconomics (3)

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

**Completion of statistics course as required in major OR  
Any college level statistics course**

##### Selling Core (12 S.H.)

MKTG 300 Principles of Marketing (3)

**MKTG 325 Professional Selling (3) (Prerequisites: Grade of "C" or better in MKTG 300)**

MKTG 345 Sales Management (3) (Prerequisites: Grade of "C" or better in MKTG 300)

MKTG 365 Advanced Professional Selling (3)  
(Prerequisites: Grade of "C" or better in MKTG 325 or MKTG 345)

#### ELECTIVE COURSES (9 S.H.)

##### Communication Studies (9 S.H.)

CMST 266 Professional Communication Skills (3)

CMST 281 Intercultural Communication (3)

**CMST 282 Introduction to Communication Theory (3)**

**CMST 287 Conflict and Communication (3)**

CMST 296 Fundamentals of Interviewing (3)

CMST 387 Interpersonal Communication (3)

**Marketing Majors or Minors must complete at least 6 additional credits of Marketing Electives beyond the Professional Selling Minor requirements to earn a Marketing Major or Minor**

## NEW

### B.S. MINOR—PROFESSIONAL SELLING (30 S.H.)

#### GRADUATION REQUIREMENTS- PROFESSIONAL SELLING MINOR

1. Achieve a grade of "C" or better in all Professional Selling Minor required and elective courses. A marketing course taken with a grade of "D," "F" or "W" can be repeated only one time.
2. Complete a minimum of 50% of the credits required for the Professional Selling Minor at WSU.
3. Meet all other WSU graduation requirements (page xx).

#### REQUIRED COURSES (21 S.H.)

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

ACCT 211 Financial Accounting Principles (3)

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

ECON 201 Principles of Microeconomics (3)

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

STAT 110 Fundamentals of Statistics or higher

##### Selling Core (12 S.H.)

**MKTG 265 Professional Selling (3)**

MKTG 300 Principles of Marketing (3) (Prerequisite: Admission to College of Business\*)

MKTG 345 Sales Account Management (3)

(Prerequisites: Grade of "C" or better in **MKTG 265** and MKTG 300)

MKTG 365 Advanced Professional Selling (3)

(Prerequisites: Grade of "C" or better in **MKTG 265** and MKTG 300)

#### ELECTIVE COURSES (9 S.H.)

##### Practicum (3 S.H.)

MKTG 349 Independent Study (3) (Prerequisites: Grade of "C" or better in MKTG 345 OR MKTG 365 and department approval)

MKTG 399 Internship Experience (3) (Prerequisites: Grade of "C" or better in MKTG 345 OR MKTG 365, minimum GPA 2.50, and department approval)

##### Communication Studies (6 S.H.)

CMST 266 Professional Communication Skills (3)

CMST 281 Intercultural Communication (3)

CMST 296 Fundamentals of Interviewing (3)

**CMST 321 Conflict and Communication (3)**

**CMST 357 Communication in Social Media (3)**

**CMST 371 Small Group Communication (3)**

**CMST 375 Argumentation (3)**

CMST 387 Interpersonal Communication (3)

**CMST 389 Persuasion and Advocacy (3)**

**Professional Selling Minors can NOT use MKTG 345 – Sales Account Management or MKTG 365 – Advanced Professional Selling as Marketing Electives to earn a Marketing Major or Minor.**

##### \*College of Business Admissions Requirements

1. 30 or more earned credits at the time of application.
2. Cumulative GPA of 2.5 (includes transfer credits).
3. Completion of the following courses with a minimum earned grade of "C" is required.  
(ENG 111, ECON 201, MATH 110 or above,  
**CMST 191, ACCT 211, and STAT 110, ECON 222 or STAT 210\*\***)

**\*\*COB minors with non-COB majors: completion of any college level statistics course**

Courses added to program:

Practicum Electives

**MKTG 349 Independent Study (3)**

Offers the advanced student an opportunity to do additional readings and/or research papers in areas of special interest. Prerequisites for College of Business majors and minors: Admission to the College of Business, [MKTG 300 - Principles of Marketing](#), and department approval. Prerequisites for non-College of Business majors and minors: Junior standing and departmental approval. Grade only.

**MKTG 399 Internship Experience (3)**

Practical experience in the marketing field to develop knowledge and experience in the application of theory to actual problems in a non-classroom situation. A maximum of three credits of internship may be applied toward the marketing major. Additional internship credit must be used as general electives only. Prerequisites for College of Business majors and minors: Admission to the College of Business, department approval, minimum 2.5 GPA, and completion of three MKTG 300 level courses. Grade only.

Explanation MKTG 349 & MKTG 399 included in new program: These two courses can be used to fulfill the practicum requirement for the SELL minor. The practicum has been added as a result of a yearlong research project that strongly recommended a significant practicum experience for each minor based on interviews with numerous alumni, employers and other professionals in the selling field.

Communication Studies elective courses added to the SELL minor:

**CMST 321 Conflict and Communication (3)**

Use conflict principles and theories to analyze, manage, negotiate, mediate and resolve conflicts in interpersonal, group, intercultural and organizational settings. Meets GOAL 5. Offered yearly.

**CMST 357 Communication in Social Media (3)**

This course examines theories and practices of social media in communication contexts, such as relational, public, group and organizational. It provides an overview of different analytical and theoretical approaches to the study of social media that scholars have taken in the past, as well as surveying recent trends in social media development that will significantly affect communication in the future. Prerequisite: [CMST 282 - Introduction to Communication Studies](#) or instructor's permission. Offered yearly.

**CMST 371 Small Group Communication (3)**

Study decision-making practices, role emergence, and interaction patterns in task groups to acquire skills and gain practical and theoretical perspectives on small group dynamics. This course is valuable for students who participate in decision-making groups. Prerequisites: [CMST 191 - Introduction to Public Speaking](#) or [CMST 192 - Introduction to Speech Communication](#), junior status or instructor's permission. Offered yearly.

**CMST 375 Argumentation (3)**

Study argumentative strategies employed in the process of decision making. Participants in the class use research, discussion, and practice sessions in argumentative speaking and writing to develop their critical thinking skills. Prerequisites: [CMST 191 - Introduction to Public Speaking](#) or [CMST 192 - Introduction to Speech Communication](#). Offered yearly.

**CMST 389 Persuasion and Advocacy (3)**

Study theories of persuasion and social influence. Useful to students pursuing careers in advertising, sales, advocacy organizations, and nonprofits. Prerequisites: [CMST 191 - Introduction to Public Speaking](#) or [CMST 192 - Introduction to Speech Communication](#). Offered yearly.

Explanation for CMST courses added to the SELL minor:

Since the original SELL program was implemented the Communication Studies Department has enhanced their offering of relevant courses to the Professional Selling Program.



Approved by the Department

Department Chair

01/27/14  
Date

bnewberry@winona.edu  
e-mail address

Notification to the College Dean

☒ Yes ☐ No

Dean of College

Date

Presented at A2C2 meeting on

Date

Chair of A2C2

Presented at Graduate Council  
meeting on (if applicable)

Date

Chair of Graduate Council

Submitted to Registrar on

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]