We’re thrilled that you’ve decided to pursue your education at a place close to home. Through our University Center program, you’ll earn your Bachelor of Science degree in marketing while gaining knowledge and developing your skills through classes taught by NIU faculty who are active professionals in the field.

Marketing is anything and everything that helps business find and keep profitable customers. From creating compelling content, to communicating and delivering value to customers and society at large.

A degree in marketing from NIU develops your skills in a variety of marketing fields including professional selling and digital marketing. Learn how to engage with customers using online technology, participate in sales role plays with industry professionals to practice your selling strategies and gain valuable networking skills that will help you advance in your future career.

You have plans for the future. We’ll help you get there.

Let’s get started...

☐ Schedule a meeting with the University Center to learn more about the program and get connected.

☐ Stop by and visit Brenda Powell, NIU transfer counselor, on Mondays to get answers regarding applying to NIU. Schedule an appointment by going to go.niu.edu/Harper-appointments.

☐ Explore admission criteria and eligibility with Meredith Eskoff, NIU College of Business advisor.

☐ Apply to NIU as a transfer student (select the option off campus) and submit your transcripts.

☐ Setup your MyNIU account to stay updated on your application status.

☐ Accept your admission through your MyNIU account to confirm your spot.

☐ Apply for financial aid by completing your FAFSA.

Contacts

University Center
847-925-6315
universitycenter@harpercollege.edu

COB Foundations Advisor
(Campus visits throughout semester, email or phone)
Meredith Eskoff
(815) 753-1398
mgarren1@niu.edu

COB Major Advisor
(Campus visits throughout semester, email or phone)
Emily Cronauer
815-753-6230
ecronauer@niu.edu

Your NIU advisors will work with you to plan your course schedules for a timely graduation. It is highly recommended that you schedule an appointment with your marketing advisor once a semester to discuss your degree progress and select courses for the upcoming semester.
Required Foundational Courses

Students are advised to complete the NIU Foundations of Business Courses at Harper College along with completing the A.A. or A.S. degree for eligibility.

NIU Foundation of Business Courses Articulation for Harper College
(Effective for 2019-2020 NIU Undergraduate Catalog)

<table>
<thead>
<tr>
<th>NIU Course#</th>
<th>Course Title</th>
<th>Harper College Course #</th>
</tr>
</thead>
<tbody>
<tr>
<td>ACCY 206</td>
<td>Introductory Financial Accounting</td>
<td>ACC 101</td>
</tr>
<tr>
<td>ACCY 207</td>
<td>Introductory Cost Management</td>
<td>ACC 102</td>
</tr>
<tr>
<td>MGMT 217</td>
<td>Legal Environment of Business</td>
<td>ACC 213</td>
</tr>
<tr>
<td>OMIS 259</td>
<td>Introduction to Business Information Systems</td>
<td>CIS 101</td>
</tr>
<tr>
<td>UBUS 223</td>
<td>Introduction to Business Statistics</td>
<td>MGT 225 or MTH 225</td>
</tr>
<tr>
<td>ECON 260</td>
<td>Principles of Microeconomics</td>
<td>ECO 211</td>
</tr>
<tr>
<td>ECON 261</td>
<td>Principles of Macroeconomics</td>
<td>ECO 212</td>
</tr>
<tr>
<td>ENGL 203</td>
<td>Rhetoric and Composition II</td>
<td>ENG 102</td>
</tr>
</tbody>
</table>

MATH 211 or MATH 229

Calculus for Business & Social Science or Calculus I

MTH 134 or MTH 200

PSYC 102

Introduction to Psychology

PSY 101

Additional NIU – College of Business requirement

<table>
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<tr>
<th>NIU Course#</th>
<th>Course Title</th>
<th>Harper College Course #</th>
</tr>
</thead>
<tbody>
<tr>
<td>MKTG 295</td>
<td>Principles of Marketing</td>
<td>MKT 245</td>
</tr>
</tbody>
</table>

For more information about the NIU Foundations of Business Courses and eligibility contact Meredith Eskoff, NIU College of Business advisor at mgarren1@niu.edu.

College of Business Admission Requirements
- Earned A.A./A.S. degree.
- Completed business foundation courses (10 prerequisites courses) with a C grade or better.
- Earned a minimum 2.5 cumulative GPA in all attempted transferable college coursework.