



# NIU Marketing at University Center

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](https://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](mailto:universitycenter@harpercollege.edu)

### COB Foundations Advisor

*(Campus visits throughout semester, email or phone)*

Meredith Eskoff

(815) 753-1398

[mgarren1@niu.edu](mailto:mgarren1@niu.edu)

### COB Major Advisor

*(Campus visits throughout semester, email or phone)*

Emily Cronauer

815-753-6230

[ecronauer@niu.edu](mailto: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.



Northern Illinois  
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Harper College



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## 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)

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

NIU Course#	Course Title	Harper College Course #
MKTG 295	Principles of Marketing	MKT 245

For more information about the NIU Foundations of Business Courses and eligibility contact Meredith Eskoff, NIU College of Business advisor at [Mgarren1@niu.edu](mailto: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.



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