### Fall 1

<table>
<thead>
<tr>
<th>Course</th>
<th>Credits</th>
<th>Success Marker</th>
</tr>
</thead>
<tbody>
<tr>
<td>ENGL 103</td>
<td>3</td>
<td>• C or better</td>
</tr>
<tr>
<td>OMIS 259</td>
<td>3</td>
<td>• C or better</td>
</tr>
<tr>
<td>COMS 100</td>
<td>3</td>
<td>• C or better</td>
</tr>
<tr>
<td>General Education Course</td>
<td>3</td>
<td>• C or better</td>
</tr>
<tr>
<td>Math 110 or 211</td>
<td>3</td>
<td>• C or better</td>
</tr>
<tr>
<td>UNIV 101 or UBUS 101 (optional)</td>
<td>1-3</td>
<td></td>
</tr>
<tr>
<td><strong>Total hours</strong></td>
<td><strong>15-16</strong></td>
<td></td>
</tr>
</tbody>
</table>

Notes/Comments: English and Math course will depend on placement exams (if taken).

### Spring 1

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<tr>
<th>Course</th>
<th>Credits</th>
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</tr>
</thead>
<tbody>
<tr>
<td>ENGL 104</td>
<td>3</td>
<td>• C or better</td>
</tr>
<tr>
<td>MGMT 217</td>
<td>3</td>
<td>• C or better</td>
</tr>
<tr>
<td>PSYC 102</td>
<td>3</td>
<td>• C or better</td>
</tr>
<tr>
<td>MATH 211</td>
<td>3</td>
<td>• C or better</td>
</tr>
<tr>
<td>General Education Course</td>
<td>3</td>
<td></td>
</tr>
<tr>
<td>UBUS 100 Career Compass</td>
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</tr>
<tr>
<td><strong>Total hours</strong></td>
<td><strong>15</strong></td>
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</tbody>
</table>

Notes/Comments: English and Math course will depend on placement exams (if taken).

### Fall 2

<table>
<thead>
<tr>
<th>Course</th>
<th>Credits</th>
<th>Success Marker</th>
</tr>
</thead>
<tbody>
<tr>
<td>ACCY 206</td>
<td>3</td>
<td>• C or better</td>
</tr>
<tr>
<td>ECON 260 or 261</td>
<td>3</td>
<td>• C or better</td>
</tr>
<tr>
<td>UBUS 223</td>
<td>3</td>
<td>• C or better</td>
</tr>
<tr>
<td>General Education Course</td>
<td>3</td>
<td></td>
</tr>
<tr>
<td>General Education Course</td>
<td>3</td>
<td></td>
</tr>
<tr>
<td><strong>Total hours</strong></td>
<td><strong>15</strong></td>
<td></td>
</tr>
</tbody>
</table>

Notes/Comments: A 2.75 minimum cumulative GPA is needed for enrollment into UBUS 310. GPA is based on all attempted NIU work and attempted transferable work.

### Spring 2

<table>
<thead>
<tr>
<th>Course</th>
<th>Credits</th>
<th>Success Marker</th>
</tr>
</thead>
<tbody>
<tr>
<td>ACCY 207</td>
<td>3</td>
<td>• C or better</td>
</tr>
<tr>
<td>ECON 260 or 261</td>
<td>3</td>
<td>• C or better</td>
</tr>
<tr>
<td>General Education Course</td>
<td>3</td>
<td></td>
</tr>
<tr>
<td>General Education Course</td>
<td>3</td>
<td></td>
</tr>
<tr>
<td>General Education Course</td>
<td>3</td>
<td></td>
</tr>
<tr>
<td><strong>Total hours</strong></td>
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</table>

Notes/Comments: MKTG 443 is a prerequisite for MKTG 495.

### Fall 3

<table>
<thead>
<tr>
<th>Course</th>
<th>Credits</th>
<th>Success Marker</th>
</tr>
</thead>
<tbody>
<tr>
<td>UBUS 310</td>
<td>9</td>
<td>• C or better</td>
</tr>
<tr>
<td>UBUS 311</td>
<td>3</td>
<td>• C or better</td>
</tr>
<tr>
<td>OMIS 351</td>
<td>3</td>
<td>• C or better</td>
</tr>
<tr>
<td><strong>Total hours</strong></td>
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</tbody>
</table>

Notes/Comments: MKTG 443 is a prerequisite for MKTG 495.

### Spring 3

<table>
<thead>
<tr>
<th>Course</th>
<th>Credits</th>
<th>Success Marker</th>
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</thead>
<tbody>
<tr>
<td>MKTG 325</td>
<td>3</td>
<td>• C or better</td>
</tr>
<tr>
<td>MKTG 350</td>
<td>3</td>
<td>• C or better</td>
</tr>
<tr>
<td>MKTG 443</td>
<td>3</td>
<td>• C or better</td>
</tr>
<tr>
<td>MGMT 346</td>
<td>3</td>
<td>• C or better</td>
</tr>
<tr>
<td>General Elective</td>
<td>3</td>
<td></td>
</tr>
<tr>
<td><strong>Total hours</strong></td>
<td><strong>15</strong></td>
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### Fall 4

<table>
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<tr>
<th>Course</th>
<th>Credits</th>
<th>Success Marker</th>
</tr>
</thead>
<tbody>
<tr>
<td>Marketing Course</td>
<td>3</td>
<td>• C or better</td>
</tr>
<tr>
<td>Marketing Course</td>
<td>3</td>
<td>• C or better</td>
</tr>
<tr>
<td>Marketing Course</td>
<td>3</td>
<td>• C or better</td>
</tr>
<tr>
<td>General Elective</td>
<td>3</td>
<td>• Apply for graduation (2/1 for May, 6/15 for August, or 7/1 for December)</td>
</tr>
<tr>
<td>General Elective</td>
<td>3</td>
<td></td>
</tr>
<tr>
<td><strong>Total hours</strong></td>
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</table>

Notes/Comments: Students must earn a minimum of 9 credit hours in Marketing elective courses. UBUS 485 counts as a MKTG elective course.

### Spring 4

<table>
<thead>
<tr>
<th>Course</th>
<th>Credits</th>
<th>Success Marker</th>
</tr>
</thead>
<tbody>
<tr>
<td>MKTG 495</td>
<td>3</td>
<td>• C or better</td>
</tr>
<tr>
<td>MGMT 468</td>
<td>3</td>
<td>• C or better</td>
</tr>
<tr>
<td>MKTG 99</td>
<td>0</td>
<td>• C or better</td>
</tr>
<tr>
<td>General Elective</td>
<td>3</td>
<td></td>
</tr>
<tr>
<td>General Elective</td>
<td>3</td>
<td></td>
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<tr>
<td>General Elective</td>
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</tr>
<tr>
<td><strong>Total hours</strong></td>
<td><strong>15</strong></td>
<td></td>
</tr>
</tbody>
</table>

Notes/Comments: MKTG 495 is a co-requisite for MGMT 468 (enroll in MKTG 495 first).

Notes/Comments: This plan is an example of what a four year plan could look like for a typical student. Placement exam scores in math as well as the completion of coursework may change the plan. It should not be used in the place of regular academic advising appointments. All students are encouraged to meet with their advisor each semester to discuss course scheduling. All requirements are subject to change.