College of Business

Department of Marketing

Academic Advising Syllabus

Marketing Advisor

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# Why Should You See Your Advisor?

I’m here to help you figure things out. Whether we are discussing career paths, academic schedules or preparing for internships, I’m here for you. Seeing me regularly helps you become more confident in your major, more engaged in your studies, and serves as a resource for helping you navigate campus and academic life. Use my knowledge and network to help find your next internship or job.

# Academic Advising Goals

The College of Business provides professional academic advisors to assist you in meeting your undergraduate academic and career goals. Our advisors work collaboratively with you to:

• Explore and strive for academic and career goals and aspirations.

• Develop an academic plan guiding you to degree completion.

• Effectively use campus resources.

• Complete necessary paperwork and logistical items necessary to your degree progress.

# Advisor Expectations of You

* **Be proactive.** See me regularly, at least once per semester.
* **Be prepared.** Have questions ready, review your MyNIU degree audit report **before** your appointment.
* **Be engaged.** Read your advising emails, ask questions, seek advice and engage in advising sessions to get the most from your time.

# To Schedule an Advising Session

1. [Schedule a session using Navigate](https://niuhuskies.campus.eab.com/pal/CQdRjfg53R) (only works if I am your assigned advisor).
2. Email me: [ecronauer@niu.edu](mailto:ecronauer@niu.edu) (Please allow 24 hours for response).
3. Check for walk-in availability at the main desk, BH 128.

Typically, in office 8 a.m. to 3 p.m. Monday through Friday.

# Prepping for Your Session

* **Be on time.** If you are unable to attend, email me or inform the front desk before your scheduled appointment.
* **Read your degree audit report (MyNIU).** Review your report to check your progress toward satisfying graduation requirements. We will look at this in depth during our session.
* **Be ready with questions**. Know what you want to cover, bring paper and pen to take notes, and do research ahead of time if possible.

# Additional Advising Resources

[Undergraduate Catalog](https://catalog.niu.edu/index.php?catoid=57)

The official source of information regarding majors/minors and all academic policies (withdraw, repeats, etc.). **Note:** Make sure you follow the catalog year of your admission to the university.

[College of Business Advising Handbook](https://issuu.com/northernillinoisuniversity/docs/55499_cob_undergraduate_handbook_2023_v3c_screen?fr=sYjU3NDU1NDcwMTk)

Resource with campus contacts, academic calendar, planning worksheet.

[Department of Marketing website](https://www.cob.niu.edu/academics/marketing/index.shtml)   
Learn more about our program and catch up with the latest NIU marketing news.

[Four-year Degree Paths](http://go.niu.edu/4yrdegreepath)

Check out the suggested schedule and plan for your future semesters.