

# THE DEPARTMENT OF MARKETING AND PROFESSIONAL SALES

*our expertise is in the act of connection.*

Professionals in these fields must be creative, analytical, and understand the value of meaningful relationships. We strengthen the abilities of our students through solid foundational programming, study abroad opportunities, experiential learning, competition opportunities, and peer collaboration in student organizations. Students engage with the business community to address real-world problems and to become difference makers in any organization.

One of our most powerful resources is our award-winning, internationally recognized faculty. In addition to their dedication in the classroom, they engage in critical research and translate discoveries into action for businesses of all kinds. Whether studying innovation, sustainability, retail atmospherics, generational behavior, social media communications, or salesperson burnout, our faculty help organizations and individuals reach their goals.

We are committed to developing innovative programs to serve students and meet the current and future needs of the business community. Connect with us to learn more!





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## DEGREE OPTIONS

**3 BBA Options:** Marketing, Professional Sales, and International Business

**4 Minors:** Marketing, Professional Sales, Sports Marketing, and Engagement Marketing

## BEYOND THE CLASSROOM

Our department collaborates with a long list of businesses developing internship, mentorship, cooperative programs, and networking opportunities, including:

Cox Media Group

Nike

Coca-Cola Company

Henry Schein Dental

Gartner

Salesforce.com

Atlanta Sports Organizations

ADP

## Student Organizations, Centers, and Resources:

Kennesaw Marketing

National Retail Federation Student

Association (KMA)

Association (NRFSA)

Sales Club

Center for Professional Selling

Student Advisory Board

Sales Competition Team

**The National Collegiate Sales Competition** is the longest running competition of its kind, allowing students to develop core skills and interact with peers, faculty, and potential employers. **The Digital Marketing Competition** sees students flexing their digital and social marketing skills while networking with professionals.

## THE COLES COLLEGE DIFFERENCE

Known for workforce ready graduates, we prepare students with relevant, practical skills around a core of teamwork, collaboration, and achievement. Through programs designed for engagement and experiential learning as well as national competitions and research, we connect the classroom to the real world. At Coles, we offer unique resources to drive student success.

**Center for Student Success**, providing student services like pro-active Academic Advising, Career Coaching, Internship & Co-op Advising, and Education Abroad Support.

**The Tetley Distinguished Lecture series and All Access Events**, creating opportunities for students to connect with business leaders and top area employers.

Ours is a 360-degree education that acts as a vehicle for opportunity with transferable hard and soft skills to leverage success in any chosen career. Whether you are a prospective student, alumnus, or member of the business community, we're here to help you **Aspire to More™**.

Kennesaw State is Georgia's 3rd largest university and one of the 50 largest public universities in the country, offering 150+ undergraduate and graduate degrees, along with a growing doctoral program.

You'll also find a vibrant campus life with 8 residence halls, award-winning dining facilities, and 18 NCAA Division I athletics teams, including football. Student, faculty, or staff, the KSU community is engaged, energized, and dedicated to engineering a brighter future for us all.

*Welcome to the New KSU!*

## CONTACT US:

470.578.6060

marketingadvising@kennesaw.edu

Coles.Kennesaw.edu/marketingsales

