

MARKETING MAJOR



WHY CHOOSE MARKETING?

- Exciting Careers
- Action-Oriented Field
- Growing Job Market
- Diverse Opportunities
- Exceptional Earnings Potential

Marketing is where curiosity, communication, data-analysis, and trend-setting meet. A Marketing degree from the Coles College will give you the skills to respond to the needs of target audiences. In addition to corporate marketing departments, employment opportunities include advertising agencies, digital advertising media, retail and hospitality businesses, family business, and your own entrepreneurial opportunities.

A BBA in Marketing from the Coles College of Business will prepare you to make an impact wherever your journey takes you!

WHAT CAN I DO WITH A MAJOR IN MARKETING?

Our graduates are finding success quickly following graduation. Average starting salaries can be as high as \$50,000 - \$60,000 with potential mid-career earnings well into the six figure range.

Careers Include:

- Product/Brand Manager
- Retail Merchandiser/Buyer
- Marketing Communications Strategist
- Social Media Director

WANT TO ENGAGE WITH OTHER STUDENTS?

- Kennesaw Marketing Association (KMA)
- KSU Sales Club
- National Retail Federation Student Association (NRFSA)

CONNECT WITH BUSINESS:

You will have the opportunity to meet and interact with top marketers from across the region and network with employers like:

- Cox Media Group
- Costco
- NIKE
- 360i Digital Marketing Agency
- Coca-Cola Company
- Nolan Transportation Group

Let us help you

DID YOU KNOW?

- We offer a level of flexibility virtually unheard of at other colleges and universities. Your degree can be designed for your career interests and customized around your career plans and goals.
- Specialize your degree in a variety of ways, including: Retailing, Social Media and Engagement, Sports and Hospitality Marketing, Professional Selling, and more!

WHERE TO LEARN MORE

Coles.Kennesaw.edu/marketing-sales
marketingadvising@kennesaw.edu
470-578-6060

COLES COLLEGE UNDERGRADUATE PROGRAMS

Going UP? WE'RE HERE TO HELP WITH THE SERVICES AND RESOURCES YOU NEED TO SUCCEED.

You want a degree that makes you career ready. We want to help you rise to the occasion. Our goal is to prepare you with the skills and experience employers need and to create opportunities for engagement so you will stand out from the pack.



FIND THE RIGHT CAREER FOR YOU
Our professionalism program helps you to choose the right path to launch your career.

UPAC
Undergraduate Programs Advising Center

You aren't alone! Our Academic Advisors, Career Coaches, Internship & Co-op Advisors, and Education Abroad faculty are here to support you on your path through Coles.

ColesAdvising.com
colesupac@kennesaw.edu
470.578.6055
Burruss Building, Suite 431 (4th floor)

EXTEND YOUR KNOWLEDGE
Engage Your Education, by participating in Student Organizations and Competitions. Here at Coles, we know connections matter. Get involved, apply what you're learning, find your people.

ColesCollege.com/studentorgs

TRAVEL THE WORLD

Education Abroad! With destinations on six continents, enrich your experience and get a degree that matters on a global scale.



SELECT A MAJOR OR MINOR IN:

- Accounting
- Economics
- Entrepreneurship
- Finance
- Hospitality Management
- Information Security & Assurance
- Information Systems
- International Business
- Management
- Marketing
- Professional Sales

MINOR ONLY PROGRAMS:

- Business Law
- Engagement Marketing
- Entrepreneurship
- Joel A. Katz Music & Entertainment Business
- Operations & Purchasing
- Sports Marketing

CERTIFICATE PROGRAMS

- Business Fundamentals
- Information Security Assurance
- Information Systems
- Joel A. Katz Music & Entertainment Business



STRIVE FOR EXCELLENCE

Coles College Scholars (Honors Minor): With core values like Accountability, Integrity, Stewardship, and Excellence, the Coles College Scholars Program is turning exceptional business students into future business leaders. *Are you ready?*

ColesCollege.com/scholars



TUTORING CENTER

Business courses can be challenging, but our dedicated tutors are here to help. *You can do this!*

ColesCollege.com/tutoring
470.578.3256



SUCCESS!

76% of Coles students are employed or pursuing graduate school within months of graduating. The odds are in your favor. **A degree from Coles really can make all the difference!**

UP

#TAKEFLIGHT

COLES.KENNESAW.EDU/UNDERGRADUATE