

# 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](https://Coles.Kennesaw.edu/marketing-sales)  
[marketingadvising@kennesaw.edu](mailto: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.



## ENGAGE YOUR EDUCATION

Participate in student organizations and competitions here at Coles to enhance your connections. Get involved, apply what you're learning, find your people.

[ColesCollege.com/studentorgs](http://ColesCollege.com/studentorgs)

## COLES COLLEGE SCHOLARS

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](http://ColesCollege.com/scholars)

## SELECT A MAJOR OR MINOR IN:

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

## MINOR ONLY PROGRAMS:

- Business Law
- Financial Technologies (FinTech)
- Music and Entertainment Business
- Operations and Purchasing
- Sports and Entertainment Marketing
- International Business (coming Fall 2023)

## CERTIFICATE PROGRAMS

- Business Fundamentals
- Entrepreneurship
- Information Security and Assurance
- Interdisciplinary Music and Entertainment Business

## ColesAdvising.com

## Coles College Center for Student Success

*You aren't alone!* Our student success teams are here to support your path through Coles College.

[colescss@kennesaw.edu](mailto:colescss@kennesaw.edu)  
470.578.6055



### EDUCATION ABROAD

Global learning enriches your college experience and provides perspective that sets you apart.



### TUTORING & ACADEMIC SUPPORT

Business courses can be challenging, but our dedicated tutors and supplemental instruction leaders are here to help.



### CAREER COACHING

Our professionalism program connects you with veterans from your industry for coaching.



### ACADEMIC ADVISING

Meet with your academic advisor once a semester to make sure you land at your intended destination.



### INTERNSHIPS & CO-OPS

Career and internship advisors support Coles College students as they land their next internship, co-op, or meaningful work experience.



### FLIGHT ACADEMY

This engagement platform accessed by your mobile phone or computer tracks activities outside the classroom making it easier to share your story as you network.

UP

#TAKEFLIGHT

COLES.KENNESAW.EDU/UNDERGRADUATE