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, peer collaboration through student organizations, and experiential learning. Students engage with the business community and address real-world problems, emerging ready to become difference makers in any organization.

One of our most powerful resources is our wonderful faculty. In addition to their dedication in the classroom, they engage in critical research and translate academic discoveries into action for businesses of all kinds. Whether studying innovation, generational behavior, or the reduction of salesperson burnout, our faculty help organizations and individuals reach their goals.

We are committed to developing the dimensions of our programs to serve students and the business community. There are so many ways for us to work with you to create something even better. Connect with us!
DEPARTMENT OF MARKETING AND PROFESSIONAL SALES

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
- Coca-Cola Company
- Gartner
- Atlanta Sports Organizations
- Nike
- Henry Schein Dental
- Salesforce.com
- ADP

Student Organizations, Centers, and Resources:
- Kennesaw Marketing Association (KMA)
- Sales Club
- Student Advisory Board
- Center for Professional Selling
- Sales Competition Team, participating in numerous competitions throughout the year
- Tenacity Center for Account Management and Client Retention

We proudly host the internationally renowned National Collegiate Sales Competition. Founded in 1999, it is the longest running competition of its kind and provides unique opportunities for students to develop core skills.

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.
- Undergraduate Programs Advising Center, 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™.