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!
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
- National Retail Federation Student Association (NRFSA)
- Center for Professional Selling
- 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™.