

Professional Sales Minor

Program Description

Nearly everyone is involved in sales daily and nearly half of all college graduates begin their careers in the field of sales. The Minor in Professional Sales prepares students to excel in sales encounters.

Note: Professional Sales minor is limited to non-professional sales majors.



This program is a part of the Michael J. Coles College of Business.

Admission, Enrollment, and Graduation Policies

Admission Requirements

This program does not have specific admission requirements and only admission to Kennesaw State University is required. For more information, please visit the Admissions section of the catalog.

Graduation Requirements

Each student is expected to meet the requirements outlined in the Academic Policies: 5.0 PROGRAM REQUIREMENTS & GRADUATION.

Program Course Requirements

Required Courses (12 Credit Hours)

- MKTG 3100: Principles of Marketing
- MKTG 3410: Professional Selling
- MKTG 4450: Sales Management
- MKTG 4460: Sales Technology and Analytics

Electives (3 Credit Hours)

- MKTG 4430: Market Analysis
- MKTG 4666: Marketing for Entrepreneurs
- MKTG 4750: Advanced Selling
- MKTG 4850: Business to Business Marketing

Program Total (15 Credit Hours)*

***Note:** Marketing Majors cannot use courses being counted toward a Professional Sales Minor as Business Electives, because your Business Electives cannot have a MKTG prefix.