

Honors Applied Professional Selling Minor

Program Description

The Honors Applied Professional Selling Minor provides high-achieving Honors Students the opportunity to further develop their Selling skills. Students considering pursuing further education can focus on Analysis and Directed Studies related to their topic of interest as well as Special Topics classes. Those students who are wanting to enter the workforce with applied experience are encouraged to pursue Coops/Internships, Special Topics, and Directed Studies focused on applied and service applications.

* If a student enrolled in this minor at any point becomes ineligible for the Honors program, the student will no longer be eligible to obtain the Honors Applied Professional Selling Minor.

This program is a part of the Keeping Sights Upward Journey Honors College.

Admission, Enrollment, and Graduation Policies

Admission Requirements

This program does not have specific admission requirements and only Admissions to Kennesaw State University is required.

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 (9 hours)

Students must enroll in an Honors section and/or complete an Honors designation (e.g., Honors contract) in each of the following:

- MKTG 3100: Principles of Marketing
- MKTG 3410: Professional Selling
- MKTG 4450: Sales Management

Elective Courses (6 hours)

Students must enroll in an Honors section and/or complete an Honors designation (e.g., Honors contract) in two of the following:

Honors Contract in any MKTG 3000+ course.

Honors Prefex 3-Hour Courses Related to Marketing – must be approved by department chair.

Program Total (15 Credit Hours)