

Professional Sales, B.B.A.

Program Description

Many job opportunities exist in professional sales for graduates who enjoy the independence and economic rewards that a sales career provides. A major in professional selling focuses on business-to-business selling, helping students learn how to design and deliver effective sales presentations, analyze and manage individual accounts and markets, develop sales plans, and manage the sales force.



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

Admission, Enrollment, and Graduation Policies

Admission Requirements

Admission to Coles B.B.A programs is separate from Admissions to Kennesaw State University. Students must meet the program requirements outlined below. In order to be able to take upper-division courses and graduate with a Professional Sales B.B.A., students must successfully:

- Complete BUSA 2150: Professionalism I: Clarifying My Major and Career
- Meet the Coles College Sophomore GPA Requirement
- Be admitted to the Coles Undergraduate Professional Program. Admission to the Coles Undergraduate Professional Program is separate from admission to Kennesaw State University. In addition, all business majors must earn a grade of "C" or higher in all business courses counted toward their degree.

View the special admission, progression, and graduation requirements of the Coles College of Business.

Graduation Requirements

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

Program Course Requirements

Core IMPACTS Curriculum (42 Credit Hours)

General Education Core IMPACTS Curriculum

Core IMPACTS Curriculum Requirements Specific to This Major

Must take MATH 1111 in Mathematics & Quantitative Skills.

Core Field of Study (18 Credit Hours)

Students must earn a "C" or better in these courses.

- ACCT 2101: Principles of Accounting I
- ACCT 2102: Principles of Accounting II
- ECON 2105: Principles of Macroeconomics
- ECON 2106: Principles of Microeconomics
- ECON 2300: Business Statistics
- IS 2200: Information Systems and Communication

Leadership and Career Program (0 Credit Hours)

- BUSA 2150: Professionalism I: Clarifying My Major and Career
- BUSA 3150: Professionalism II: Relevant Work Experience
- BUSA 4150: Professionalism III: Post-Graduate Success

Major Requirements (36 Credit Hours)

Students must earn a "C" or better in these courses.

Business Core (24 Credit Hours)

- BLAW 2200: Legal and Ethical Environment of Business
- MGT 3100: Management and Behavioral Sciences
- MKTG 3100: Principles of Marketing
- FIN 3100: Principles of Finance
- IS 3100: Information Systems Management
- MGT 3200: Operations Management
- MGT 4199: Strategic Management
- ECON 3300: Applied Statistical and Optimization Models

Major Field Required Courses (12 Credit Hours)

- MKTG 3410: Professional Selling
- MKTG 4450: Sales Management
- MKTG 4460: Sales Technology and Analytics
- MKTG 4750: Advanced Selling

Major Electives (21 Credit Hours)

Students must earn a "C" or better in these courses.

Major Field Elective Courses (6 Credit Hours)

Select 6 credit hours from the following list of courses:

- MKTG 4430: Market Analysis
- MKTG 4820: International Marketing
- MKTG 4850: Business to Business Marketing

Marketing Electives (6 Credit Hours)

Select 6 credit hours from the following list of courses:

- MKTG 3150: Consumer Behavior
- MKTG 3800: Entertainment Marketing
- MKTG 4100: Marketing Research
- MKTG 4300: Basic Retailing
- MKTG 4350: Retail Management
- MKTG 4400: Directed Study
- MKTG 4476: Contemporary Global Business Practices
- MKTG 4490: Special Topics in Marketing
- MKTG 4500: Internet Marketing and Global Business
- MKTG 4520: Social Media Marketing
- MKTG 4620: Services Marketing
- MKTG 4630: Direct Response Marketing
- MKTG 4650: Advertising
- MKTG 4666: Marketing for Entrepreneurs
- MKTG 4670: Promotional Strategy
- MKTG 4870: Sports Marketing
- MKTG 4880: Hospitality and Tourism Marketing
- MKTG 4990: Marketing Strategy
- MKTG 4570: Advanced Social Media Marketing

Related Studies (9 Credit Hours)

Select 9 credit hours of 3000–4000 level coursework from the following prefixes: ACCT, BLAW, BUSA, ECON, ENTR, FIN, FTA, HMG, INS, IS, ISA, MGT, RE. MKTG courses cannot be used here. A maximum of 9 credit hours in Professional Sales Experiential Learning such as Internships and Co-ops may be used in this area. Experiential Learning cannot be used in any other area. See

a Coles Staff Advisor before taking MGT courses – some MGT courses cannot be used in Related Studies.

University Electives (3 Credit Hours)

In accordance with KSU Graduation Policy, students must earn a grade of "D" or better in these courses while maintaining a minimum 2.00 cumulative GPA.

Free Electives (3 Credit Hours)

Select 3 credit hours of 1000–4000 level coursework from the University Catalog.

Program Total (120 Credit Hours)