

Marketing B.B.A. – PGA Golf Management Concentration

First Year – First Semester

Course	Title	Hours
PGM 101	Orientation	0.5
GSD 101	Foundations of Learning	3
BUS 101	Nature of Business	3
ENG 101	Reading, Writing, and Rhetoric	3
MAT 112A & MAT 112B / MAT 114 / MAT 211	Approved mathematics option	3
E-3A	Arts	3
Semester Hours		15.5

First Year – Second Semester

Course	Title	Hours
PGM 201	Introduction to Golf Management	3
ENG 102	Research, Writing, and Rhetoric	3
CMS 100 / CMS 210	Introduction to Human Communication / Public Speaking	3
ECO 230	Fundamentals of Microeconomics	3
E-3B	Humanities	3
Semester Hours		15

First Year – Third Semester

Course	Title	Hours
PGM 349	Applied Learning in PGA/Professional Golf Management	0.5
Semester Hours		0.5

Second Year – First Semester

Course	Title	Hours
BUS 200	Professional Development Two	1
BUS 209	Fundamentals of Financial and Managerial Accounting	3
ECO 231	Fundamentals of Macroeconomics	3
PGM 202	Introduction to Golf Instruction	3
E-4A	Historical & Global Dimensions	3
Semester Hours		13

Second Year – Second Semester

Course	Title	Hours
BUS 206	Fundamentals of Problem Solving with Excel	3
BUS 207	Fundamentals of Interpersonal Business Communication	3
STA 260	Business Statistics	3
PGM 203	Golf Operations I	3
Free Elective	Free electives	3
Semester Hours		15

Second Year – Third Semester

Course	Title	Hours
PGM 349	Applied Learning in PGA/Professional Golf Management	0.5

Semester Hours	0.5
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Third Year – First Semester

Course	Title	Hours
BUS 300	Professional Development Three	1
BUS 303	Essentials of Org Behavior and Human Resource Management	3
BUS 305	Essentials of Marketing	3
OHO 351	Turf Grass Management	4
PGM 204	Golf Operations II	3
Semester Hours		14

Third Year – Second Semester

Course	Title	Hours
BUS 204	Fundamentals of Business Law and Ethics	3
BUS 301	Essentials of Formal Communication	3
MKT 350	Consumer Behavior in Marketing	3
MKT 555	Marketing Research and Analysis	3
PGM 205	Analysis of the Golf Swing	3
Semester Hours		15

Third Year – Third Semester

Course	Title	Hours
PGM 349	Applied Learning in PGA/Professional Golf Management	0.5
Semester Hours		0.5

Fourth Year – First Semester

Course	Title	Hours
BUS 400	Professional Development Four	1
BUS 302	Essentials of Finance	3
BUS 304	Essentials of MIS	3
BUS 306	Essentials of Supply Chain Management	3
PGM 306	Golf Administration	3
MKT 460	Marketing Management	3
Semester Hours		16

Fourth Year – Second Semester

Course	Title	Hours
BUS 402	Integrated Strategic Management	3
PGM 307	Advance Golf Instruction & Special Programs	3
PGM 310	Golf Operation III	3
Free Elective	Free electives	3
Free Elective	Free electives	2
Semester Hours		14

Fourth Year – Third Semester

Course	Title	Hours
PGM 349	Applied Learning in PGA/Professional Golf Management	0.5
Semester Hours		0.5

Fourth Year – Fourth Semester

Course	Title	Hours
PGM 349	Applied Learning in PGA/Professional Golf Management	0.5
Semester Hours		0.5
Program Total Hours		120