



Marketing

B.B.A. Degree

PGA Golf Management

Marketing is increasingly the critical force driving today's successful business. Marketing is at the core of overall strategy for manufacturers, service companies, and not-for-profit institutions. Every successful organization recognizes an effective marketing program as a necessity for providing a high level of customer satisfaction and in turn the achievement of organizational goals. All organizations seek highly motivated, professionally educated marketing specialists to design and execute their customer driven marketing programs.

This is your opportunity to become a member of the marketing team in an organization (industry) that truly interests you, such as: professional sports teams, lodging, travel, tourism, art institutes, entertainment, museums, health care, religious and human services organizations, charitable institutions, music merchandising, and the traditional manufacturing and retail trades.

Careers in marketing fields are expected to grow much faster than the average for all occupations according to U.S. Bureau of Labor Statistics. Of the many career paths chosen by business graduates, marketing is the single largest employment category in the U.S. labor force.

PGA Golf Management

Graduates of the PGA Golf Management program at EKU receive a Bachelor of Business Administration with a major in Marketing and the PGA Golf Management concentration. Students receive a comprehensive business education that will prepare them for positions in the golf industry. The PGA Golf Management concentration contains 47.5 credit hours of the 129.5 hours required to earn a BBA degree. Following graduation, a PGA background check, and securing eligible employment, a student will be able to apply for PGA membership.

For More Information

PGA Golf Management at EKU
Department of Management, Marketing and International Business
084 Business & Technology Center
Eastern Kentucky University
521 Lancaster Avenue
Richmond, KY 40475-3102
Phone: 859-622-4976
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www.pgm.eku.edu
www.management.eku.edu
www.management.eku.edu/people
www.management.eku.edu/patterson-business-scholarship

Students interested in a marketing major and who have a minimum ACT composite score of 24 and a high school minimum 3.0 cumulative grade point average may apply for the Opal and Kermit Patterson Scholarship that can be renewed annually. Application may be obtained on the web or by calling 859-622-1377.



AACSB
ACCREDITED



Suggested Curriculum Guide for PGA Golf Management Concentration

<p>Freshman (1st Semester) 16 hrs BTO 100 PGA Golf Management Orientation (1 hr)* <i>(Qualifying Level)</i> E-1A ENG 101* E-3A Arts Wellness (BIO 310, HEA 285, NFA 201, or PHE 180) E-2 MAT 112 College Algebra & Applications E-5B PSY 200 or SOC 131 Intro PSY or Intro SOC</p>	<p>Freshman (2nd Semester) 18 hrs E-1B English 102* E-4A Biological Science E-3B Humanities E-1C CMS 210 GBU 101 Introduction to Business MGT 201 Introduction to Golf Management <i>(Business Planning & Customer Relations)</i></p>
<p>SUMMER PGM 349 A (.5 hrs) – Co-op</p>	
<p>Sophomore (1st Semester) 15 hrs ECO 230 Principles of Economics I ACC 201 Introduction to Financial Accounting QMB 200 Business Statistics E-4B Physical Lab Science MGT 202 Introduction to Golf Instruction <i>(Intro to Teaching & Golf Club Performance)</i></p>	<p>Sophomore (2nd Semester) 15 hrs ECO 231 Principles of Economics II ACC 202 Introduction to Managerial Accounting GBU 204 Legal and Ethical Environments of Business E-5A Historical Perspective MGT 203 Golf Facility Management* <i>(Golf Car Fleet Management & Tournament Operations)</i></p>
<p>SUMMER PGM 349 B (.5 hrs) – Co-op</p>	
<p>Junior (1st Semester) 16 hrs MGT 300 Principles of Management MKT 300 Principles of Marketing OHO 351 Turfgrass MGT (<i>Turfgrass Management</i>) (4 hrs) * CIS 212 Intro to CIS or INF 104 Computer Literacy w/ Software Applications MGT 204 Golf Operations & Inventory Management* <i>(Golf Operations & Merchandising & Inventory)</i> BTS 300 Professional Skills Seminar (0 credit)*</p>	<p>Junior (2nd Semester) 18 hrs FIN 300 Business Finance I CCT 300W Managerial Reports MGT 205 Analysis of the Golf Swing* <i>(Intermediate Teaching & Golf Club Alteration)</i> E-6 Diversity CIS 300 Management Information Systems MKT 350 Consumer Behavior in Marketing</p>
<p>SUMMER PGM 349 C (.5 hrs) – Co-op</p>	
<p>Senior (1st Semester) 15 hrs MKT 405 Retail MGT, PGM MGT 370 Operations Management E-6 Diversity MGT 206 Golf Administration* <i>(Human Resources/Supervising & Delegation)</i> <i>(Career Enhancement)</i> MKT 455 Marketing Research</p>	<p>Senior (2nd Semester) 14 hrs GBU 480 Business Strategy MKT 310 Personal Selling NFA 449 Food Service (<i>Food & Beverage</i>) MGT 207 Advanced Teaching* <i>(Advanced Teaching & Golf Club Fitting)</i> MGT 208 PGM Seminar* (2 hrs) <i>(Player Dev. & Teaching Business/Final Experience)</i> BTS 400 College to Careers Seminar (0 credit)*</p>
<p>SUMMER PGM 349 D (.5 hrs) – Co-op</p>	<p>FALL PGM 349 E (.5) – Co-op</p>

*Course must be taken in semester indicated

UNIVERSITY GRADUATION REQUIREMENTS

General Education	36 hrs
Student Success Seminar (BTO 100)	1 hr
Wellness.....	3 hrs
Total Hours University Graduation Requirements	40 hrs

College Requirements:

BTS 300 (CR only, no hours) and BTS 400 (CR only, no hours).

Core Courses:

Pre-Business Core	12 hrs
ACC 201, 202, GBU 204, QMB 200	
Business Core.....	21 hrs
CCT 300W, CIS 300, FIN 300, MGT 300, MGT 370, MKT 300, GBU 480	

Major Requirements

47.5 hrs
 GBU 101, MGT 201, 202, 203, 204, 205, 206, 207, 208; MKT 310, 350, 405, 455; PGM 349 A-E (.5); additional requirements: NFA 449, OHO 351 (4).

Supporting Course Requirements.....

9 hrs
 MAT 112/211 (counted in GE Element 2); CIS 212 or INF 104; PSY 200/200W or SOC 131 (counted in GE Element 5); ECO 230 & 231

Total Curriculum Requirements..... **129.5 hrs**



Department of Management, Marketing and International Business
School of Business
College of Business & Technology (2017-18)