



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 40.5 credit hours of the 121.5 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
Fax: 859-622-8868
Email: pga.pgm@eku.edu
<http://pgm.eku.edu>
<http://management.eku.edu>
<http://management.eku.edu/people>
<http://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 (1hr) <i>Qualifying Level</i> E-1A* ENG 101 E-3A Arts MAT 112 College Algebra (for B & T) SOC 131 Introduction Sociology E-5A History</p>	<p>Freshman (2nd Semester) 15 hrs E-1B* ENG 102 E-4 Laboratory Science E-3B Humanities E-1C Communications MGT 201* Introduction to Golf Management <i>(BPA, CEB, CRA, MIA, TURFA)</i></p>
<p>SUMMER PGM 349 A (0.5) Co-op</p>	
<p>Sophomore (1st Semester) 15 hrs ECO 230 Principles of Microeconomics ACC 201 Introduction to Financial Accounting GBU 101 Introduction to Business E-6 Diversity of Perspectives MGT 202* Introduction To Golf Instruction <i>(Teaching & Coaching 1, PDA)</i></p>	<p>Sophomore (2nd Semester) 15 hrs ECO 231 Principles of Macroeconomics ACC 202 Introduction to Managerial Accounting E-6 Diversity of Perspectives E-4 Laboratory Science MGT 203* Golf Operations I <i>(TOPSA, RULESB, GCFMA)</i></p>
<p>SUMMER PGM 349 B (0.5) – Co-op</p>	
<p>Junior (1st Semester) 16 hrs STA 215 Business Statistics MKT 300 Principles of Marketing GBU 204 Legal/Ethical Business Environment OHO 351* Turfgrass MGT (4 hrs) MGT 204* Golf Operations II <i>(BPB, GOA, CRB, MIB, TOPSB)</i></p>	<p>Junior (2nd Semester) 15 hrs FIN 300 Business Finance I CCT 300W Managerial Reports CIS 212 / INF 104 Intro to Computer Science MGT 300 Principles of Management MGT 205* Analysis of the Golf Swing <i>(Teaching & Coaching 2, PDB)</i></p>
<p>SUMMER PGM 349 C (0.5) –Co-op</p>	
<p>Senior (1st Semester) 15 hrs MGT 370 Operations Management MKT 310 Personal Selling MKT 455 Marketing Research & Analysis CIS 300 Management Information Systems MGT 206* Golf Operations & Administration <i>(BPC, GOB, MIC, SDA)</i></p>	<p>Senior (2nd Semester) 12 hrs GBU 480 Business Strategy MKT 350 Consumer Behavior in Marketing MGT 207* Advanced Golf Instruction and Special Programs MGT 210* Golf Operations III <i>(GCFMB, TURFB, FBA, CEC) - Simulation</i></p>
<p>SUMMER PGM 349 D (0.5) – Co-op</p>	<p>FALL PGM 349 E (0.5) – Co-op</p>

*Course must be taken in semester indicated

UNIVERSITY GRADUATION REQUIREMENTS

General Education	36 hrs
Student Success Seminar (BTO 100)	1 hr
Total Hours University Graduation Requirements	37 hrs

College Requirements:

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

Core Courses:

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

Major Requirements

GBU 101, MGT 201, 202, 203, 204, 205, 206, 207, 210; MKT 310, 350, 455; PGM 349 A-E (.5); additional requirements: OHO 351 (4).

Supporting Course Requirements

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

Total Curriculum Requirements..... 121.5 hrs