

**Curriculum Change Form**  
**(Present only one proposed curriculum change per form)**  
**(Complete only the section(s) applicable.)**

**Part I**

(Check one) <input type="checkbox"/> New Course (Parts II, IV) <input type="checkbox"/> Course Revision (Parts II, IV) <input type="checkbox"/> Course Dropped (Part II) <input type="checkbox"/> New Program (Part III) <input checked="" type="checkbox"/> Program Revision (Part III) <input type="checkbox"/> Program Suspended (Part III)	Department Name: MMAC College: CBT *Course Prefix & Number: _____ *Course Title (30 characters): <u>↙ (B.B.A.)</u> *Program Title: Marketing: Professional Golf Management (Major __, Option XX __; Minor __; or Certificate __) *Provide only the information relevant to the proposal.	
Proposal Approved by:		
	Date	Date
Departmental Committee	January 31, 2005	Graduate Council* N/A
<i>Is this a SACS Substantive Change?</i>	Yes*** <input type="checkbox"/> No <input checked="" type="checkbox"/>	Council on Academic Affairs <u>As Amended</u>
College Curriculum Committee	February 18, 2005	Approved <input checked="" type="checkbox"/> Disapproved _____ <u>03-17-05</u>
General Education Committee*	N/A	Faculty Senate** _____
Teacher Education Committee*	N/A	Board of Regents** _____
		Council on Postsecondary Edu.*** <u>NA</u>
*If Applicable (Type NA if not applicable.) **Approval needed for new, revised, or suspended programs ***Approval/Posting needed for new degree program or certificate program ****If "yes", SACS must be notified before implementation. Please contact EKU's Office of Institutional Effectiveness.		

**Completion of A, B, and C is required: (Please be specific, but concise.)**

**A. 1. Specific action requested:** To add a Professional Golf Management option to the Marketing program

**A. 2. Effective date:** Fall ~~2005~~ 2006

**A. 3. Effective date of suspended programs for currently enrolled students:**

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**B. The justification for this action:** The PGA's Professional Golf Management Program, accredited by the PGA is an undergraduate college degree program designed to attract and educate bright, highly motivated men and women to service all aspects of this industry. This program will blend university requirements for a degree in marketing with a specialty in golf management. EKU is uniquely positioned to house the PGA/PGM program for several reasons: (1) EKU Business is accredited by AACSB International, considered an advantage among PGA/PGM institutions; (2) The CB&T has an established and highly regarded co-operative education program; (3) The Arlington golf facility is being upgraded; (4) The Arlington golf facility Professional (Mr. Pat Stevens) holds a PGA Class A golf rating (the highest); (5) The Dept. of Agriculture is also housed within the CB&T and offers a highly regarded program in Turfgrass Management; (6) Over 100 golf professionals from Kentucky and nearby states have indicated strong support and willingness to provide internships and jobs to PGM graduates; and (7) There are no other PGM programs in Kentucky or the seven surrounding states.

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**C. The projected cost (or savings) of this proposal is as follows:**

The total start-up cost of this program will be covered by funds provided by external donors. These funds will cover program costs for approximately three years, at which time revenue from expected enrollments will enable the university to assume financial responsibility for the program.

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**Personnel Impact:** Three new staff would be added: Golf Director, Co-op Coordinator, and an Administrative Assistant. These positions would be funded by external monies.

**Operating Expenses Impact:** Funds for recruiting students, implementing a co-op program and attendance at PGA/PGM official programs would be drawn, as needed, from the donated start-up fund

**Equipment/Physical Facility Needs:** New CB&T Business Building will house the program staff, Arlington Golf will be upgrading its golf facilities

**Library Resources:** N/A

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**Part III. Recording Data for New, Revised, or Suspended Program**

1. For a new program, provide the catalog description as being proposed.
2. For a revised program, provide the current program requirements using ~~strikethrough~~ for deletions and underlines for additions.
3. For a suspended program, provide the current program requirements as shown in catalog. List any options and/or minors affected by the program's suspension.

New or Revised\* Program Text  
 (\*Use ~~strikethrough~~ for deletions and underlines for additions.)

**MARKETING (B.B.A.)**

*CIP Code: 52.1401*

<b>University Requirements</b>	<b>1 hour</b>
BTO 100.	
<b>General Education Requirements</b>	<b>40-43 hours</b>
Standard General Education program, excluding general education course categories 09, 12, and 21. For Music Marketing Option, exclude Category 7. Refer to Section Four of this <i>Catalog</i> for details on the General Education and University requirements.	
<b>Supporting Course Requirements</b>	<b>12-18 hours</b>
MAT 211 or the combined courses of MAT 107 and QMB 240; SOC 131; ECO 230, 231, MUS 272 (For Music Marketing Option)	
<b>Free Electives</b>	<b>0-12 hours</b>
Upper Division electives may be required to meet the University 43 hour upper division requirement. (Music Marketing Option: recommend BEM 240, and other business courses as electives, up to 50% of program.)	
<b>Business Requirements</b>	
<b>Pre-Business Core</b>	<b>12 hours</b>
ACC 201, 202; GBU 204; QMB 200.	
<b>Business Core</b>	<b>21 hours</b>
CCT 300, CIS 300, FIN 300, MGT 300, MGT 370, MKT 300, GBU 480.	
<b>Major Requirements</b>	
<b>Marketing Option:</b>	<b>24 hours</b>
MKT 350, 400, 455 and 15 hours of approved marketing electives above the core.	
<b>Music Marketing Option:</b>	<b>27 hours</b>
MUS 190(2), 191(2), 290(2), 390(2), 391(3), and 15 hours from the following courses: MKT 304,306, 310, 349, 400, 401, or MGT 330.	
<b>Professional Golf Management Option</b>	<b>36 hours</b>
<u>MKT 350, 404, 455, 349 (3), 481 (3), MGT 201*, MGT 320, MGT 330;</u>	
<u>Additional requirements: AGR 304 (4), OHO 351 (4), OHO 362G (1), NFA 445</u>	
<b>Approved Business Electives</b>	<b>0-3 hours</b>
<b>Total Curriculum Requirements</b>	<b>128 hours</b>
<u>*this course would be created</u>	
<u>MGT 201 A,B,C,D,E,F</u>	<u>½ hour</u>
<u>Required of all PGM students for six semesters, up to a maximum of three credits</u>	