



# College of Business

## 2023-2024

# Marketing

## B.B.A. Degree

### PGA Golf Management Concentration

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  
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](mailto:pga.pgm@eku.edu)  
<http://pgm.eku.edu>  
<https://business.eku.edu/>

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.



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### Suggested Curriculum Guide for PGA Golf Management Concentration

<p><b>Freshman (1<sup>st</sup> Semester) 16.5 hrs</b>  <b>BUS 100 (1)</b> Professional Development Series  <b>BUS 101*</b> Essentials of Business  <b>PGM 101*</b> PGA Golf Management Orientation (0.5hr)  <i>Qualifying Level</i>  <b>E-1A*</b> ENG 101  <b>E-3A</b> Arts  <b>E-2 MAT 112A/B</b> Algebra &amp; applications or <b>MAT 211</b>          Calculus  <b>E-6</b> Diversity</p>	<p><b>Freshman (2<sup>nd</sup> Semester) 15 hrs</b>  <b>PGM* 100 (0)</b> Completion of the PGA Playing Ability Test  <b>E-1B*</b> ENG 102  <b>E-4A</b> Biological or <b>E-4B</b> Physical Lab Science  <b>E-3B</b> Humanities  <b>E-1C</b> Communications CMS 100 or 210  <b>MGT 201*</b> Introduction to Golf Management  <i>(BPA, CEB, CRA, MIA, TURFA)</i></p>
<b>SUMMER PGM 349 A (0.5) Co-op</b>	
<p><b>Sophomore (1<sup>st</sup> Semester) 16 hrs</b>  <b>BUS 200 (1)</b> Professional Development Series  <b>ECO 230</b> Fundamentals of Micoeconomics  <b>E-5A</b> History  <b>BUS 209</b> Fundamentals of Financial and Managerial Accounting  <b>BUS 207</b> Fundamentals of interpersonal Business Communication  <b>MGT 202*</b> Introduction to Golf Instruction  <i>(Teaching &amp; Coaching 1, PDA)</i></p>	<p><b>Sophomore (2<sup>nd</sup> Semester) 15 hrs</b>  <b>ECO 231</b> Fundamentals of Macroeconomics  <b>STA 260</b> Business Statistics  <b>BUS 206</b> Fundamentals of Problem Solving with Excel  <b>E-4A</b> Biological or <b>E-4B</b> Physical Lab Science  <b>PGM 199* (0)</b> Completion of Level 1 of PGA Education  <b>MGT 203*</b> Golf Operations I  <i>(TOPSA, RULESB, GCFMA)</i></p>
<b>SUMMER PGM 349 B (0.5) – Co-op</b>	
<p><b>Junior (1<sup>st</sup> Semester) 14 hrs</b>  <b>BUS 300 (1)</b> Professional Development Series  <b>BUS 305</b> Essentials of Marketing  <b>BUS 303</b> Essentials of Organizational Behavior and HR  <b>OHO 351* (4)</b> Turfgrass MGT  <b>MGT 204*</b> Golf Operations II</p>	<p><b>Junior (2<sup>nd</sup> Semester) 15 hrs</b>  <b>PGM 299* (0)</b> Completion of Level 2 of PGA Education  <b>BUS 302</b> Essentials of Finance  <b>BUS 301</b> Essentials of Formal Business Communication  <b>E-6</b> Diversity of Perspectives  <b>BUS 204</b> Fundamentals of Business Law and Ethics  <b>MGT 205*</b> Analysis of the Golf Swing  <i>(Teaching &amp; Coaching 2, PDB)</i></p>
<b>SUMMER PGM 349 C (0.5) –Co-op</b>	
<p><b>Senior (1<sup>st</sup> Semester) 16 hrs</b>  <b>BUS 400 (1)</b> Professional Development Series  <b>BUS 306</b> Essentials of Operations and Supply Chain  <b>MKT 310</b> Personal Selling  <b>MKT 555</b> Marketing Research &amp; Analysis  <b>BUS 304</b> Essentials of Management Information Systems  <b>MGT 206*</b> Golf Operations &amp; Administration  <i>(BPC, GOB, MIC, SDA)</i></p>	<p><b>Senior (2<sup>nd</sup> Semester) 12 hrs</b>  <b>PGM 399 (0)</b> Completion of Level 3 of PGA Education  <b>PGM 499 (0)</b> Completion of Level 4 of PGA Education  <b>BUS 402</b> Integrated Strategic Management  <b>MKT 350</b> Consumer Behavior in Marketing  <b>MGT 207*</b> Advanced Golf Instruction and Special Programs  <b>MGT 210*</b> Golf Operations III  <i>(GCFMB, TURFB, FBA, CEC) – Simulation</i></p>
<b>SUMMER PGM 349 D (0.5) – Co-op</b>	<b>FALL PGM 349 E (0.5) – Co-op</b>

\*Course must be taken in semester indicated

Upper division courses: All students are required to have a minimum of 42 hrs. upper division (300-level or above) courses distributed throughout Major/Supporting/Gen Ed/Free Electives categories.

Refer to the University Catalog at <https://catalogs.eku.edu/> regarding University and General Education Requirements.