

SUGGESTED CURRICULUM GUIDE FOR MARKETING
Eastern Kentucky University - PGA Golf Management Option
2018-2019

<p><u>Freshman (First Semester) 16 Hours</u></p> <p>BTO 100* PGA Golf Management Orientation (<i>Q level</i>) 1 hour</p> <p>Element 1-A* ENG 101 3 hours</p> <p>Element 3-A Arts 3 hours</p> <p>MAT 112 College Algebra (for B & T) 3 hours</p> <p>SOC 131 Introduction Sociology 3 hours</p> <p>Element 5-A History 3 hours</p> <p>Total Hours 16 hours</p>	<p><u>Freshman (Second Semester) 15 Hours</u></p> <p>Element 1-B* ENG 102 3 hours</p> <p>Element 4 Laboratory Science 3 hours</p> <p>Element 3-B Humanities 3 hours</p> <p>Element 1-C Communications 3 hours</p> <p>MGT 201*- Introduction to Golf Management 3 hours (<i>BPA, CEB, CRA, MIA, TURFA</i>)</p> <p>Total Hours 15 hours</p>
SUMMER PGM 349 A (0.5) -Co-op	
<p><u>Sophomore (First Semester) 15 Hours</u></p> <p>ECO 230 Principles of Microeconomics 3 hours</p> <p>ACC 201 Introduction to Financial Accounting 3 hours</p> <p>GBU 101 Introduction to Business 3 hours</p> <p>Element 6 Diversity of Perspectives 3 hours</p> <p>MGT 202* - Introduction To Golf Instruction 3 hours (<i>Teaching & Coaching 1, PDA</i>)</p> <p>Total Hours 15 hours</p>	<p><u>Sophomore (Second Semester) 15 Hours</u></p> <p>ECO 231 Principles of Macroeconomics 3 hours</p> <p>ACC 202 Introduction to Managerial Accounting 3 hours</p> <p>Element 6 Diversity of Perspectives 3 hours</p> <p>Element 4 Laboratory Science 3 hours</p> <p>MGT 203* - Golf Operations I 3 hours (<i>TOPSA, RULESB, GCFMA</i>)</p> <p>Total Hours 15 hours</p>
SUMMER PGM 349 B (0.5) – Co-op	
<p><u>Junior (First Semester) 16 Hours</u></p> <p>STA 215 Business Statistics 3 hours</p> <p>MKT 300 Principles of Marketing 3 hours</p> <p>GBU 204 Legal/Ethical Business Environment 3 hours</p> <p>OHO 351* Turfgrass Management 4 hours</p> <p>MGT 204* - Golf Operations II 3 hours (<i>BPB, GOA, CRB, MIB, TOPSB</i>)</p> <p>Total Hours 16 hours</p>	<p><u>Junior (Second Semester) 15 Hours</u></p> <p>FIN 300 Business Finance I 3 hours</p> <p>CCT 300W Managerial Reports 3 hours</p> <p>CIS 212 / INF 104 Intro to Computer Science 3 hours</p> <p>MGT 300 Principles of Management 3 hours</p> <p>MGT 205* - Analysis of the Golf Swing 3 hours (<i>Teaching & Coaching 2, PDB</i>)</p> <p>Total Hours 15 Hours</p>
SUMMER PGM 349 C (0.5) –Co-op	
<p><u>Senior (First Semester) 15 Hours</u></p> <p>MGT 370 Operations Management 3 hours</p> <p>MKT 310 Personal Selling 3 hours</p> <p>MKT 455 Marketing Research & Analysis 3 hours</p> <p>CIS 300 Management Information Systems 3 hours</p> <p>MGT 206* - Golf Operations & Administration 3 hours (<i>BPC, GOB, MIC, SDA</i>)</p> <p>Total Hours 15 hours</p>	<p><u>Senior (Second Semester) 12 Hours</u></p> <p>GBU 480 Business Strategy 3 hours</p> <p>MKT 350 Consumer Behavior in Marketing 3 hours</p> <p>MGT 207* - Advanced Golf Instruction & Special Programs 3 hours (<i>Teaching & Coaching 3, PDC</i>)</p> <p>MGT 210* - Golf Operations III 3 hours (<i>GCFMB, TURFB, FBA, CEC</i>) - <i>Simulation</i></p> <p>Total Hours 12 hours</p>
SUMMER PGM 349 D (0.5) – Co-op	FALL PGM 349 E (0.5) – Co-op
<p>TOTAL HOURS: 121.5 <i>*Course must be taken in semester indicated</i></p>	