

Bachelor of Science in Business Marketing
Bachelor of Science in Parks, Recreation, and Tourism Management
PGA Golf Management Concentration (2019-2020)

Freshman Year

Fall Semester		Spring Semester		Summer	
4	Natural Science Requirement ²	3	ENGL 1030 Accelerated Composition	0	CO-OP 201 Cooperative Education
3	PSYC or SOC 2010 Social Science Requirement	3	MATH 2070 Business Calculus II	1	PRTM 2060 Practicum I
3	ECON 2110 Principles of Macroeconomics	3	ECON 2120 Principles of Microeconomics	1	
1	PRTM 1950 Professional Golf Mgt Seminar I (PGA - Qualifying Level)	3	PRTM 2810 Introduction to Golf Management (PGA - Facility Mgt I)		
3	MTHSC 1020 Business Calculus I	3	PRTM 2820 Principles of Golfer Development (PGA - Teaching and Coaching I)		3 month PGA Internship
1	BUS 1010 Business Foundations	3	PRTM 2200 Conceptual Foundations of PRTM		
3	STS or CCA Requirement, or other Gen ED ²				
18		18			
			Level 1 PGA Seminar (2 days on campus)		

Sophomore Year

Fall Semester		Spring Semester		Summer	
1	PRTM 1980 Creative Inquiry - PRTM I	3	ACCT 2010 Financial Accounting	0	CO-OP 2020 Cooperative Education
6	PRTM 2260 Foundations of Management and Admin	3	COMM 1500/2500 Oral Communication Requirement	0	
5	PRTM 2270 Provision of Leisure Service Experiences	3	STAT 3090 Introductory Business Statistics		
3	PRTM 2290 Distributed Competency Integration	3	PRTM 2830 Advanced Methods of Teaching Golf (PGA - Teaching and Coaching Level 2)		Summer-Fall PGA Internship
1	PRTM 2950 PGA Golf Management Seminar II	3	MGT 2010 Principles of Management		
16		3	MKT 3010 Principles of Marketing		
	PGA Level 1 Knowledge Exams	18			

Junior Year

Fall Semester		Spring Semester		Summer	
0	CO-OP 2030 Cooperative Education	3	ACCT 2020 Managerial Concepts in Accounting	3	Professional Development Req / MGT 2180
1	PRTM 2070 Practicum II	3	PRTM 3830 Golf Shop Management (PGA Facility Management - Level 2)		
1		3	Arts and Humanities (Literature) Requirement ²	3	
		3	Arts and Humanities (Non-Lit.) Requirement ²		
	Summer-Fall PGA Internship	3	MGT 3310 Marketing Metrics and Analytics		Optional Summer Internship
		2	PRTM 3950 Professional Golf Management Seminar III		
		17			
			Level 2 PGA Seminar (3 days on campus)		
			PGA Level 2 Knowledge Exams		

Senior Year

Fall Semester		Spring Semester		Summer	
3	ENGL 3040 Business Writing	0	CO-OP 2040 Cooperative Education	0	CO-OP 2050 Cooperative Education
3	PRTM 4950 Advanced Teaching and Coaching (PGA Teaching and Coaching Level 3)	0		6	PRTM 4050 Field Training II
3	PRTM 4830 Golf Club Management and Operations (PGA Facility Management Level 3)				
3	LAW 3220 Legal Environment of Business				
3	FIN 3060 Corporation Finance		Spring - Summer PGA Internship		Spring - Summer PGA Internship
3	PRTM _____ PGM Seminar IV				
18					
	Level 3 PGA Seminar (4 dayson campus)				

Fifth Year

Fall Semester		Spring Semester		Notes	
3	Marketing Requirement ⁵	3	MGT 4150 Business Strategy	1	STAT 3090 or STAT 2300
3	MKT 4310 Marketing Research	3	MKT 4270 International Marketing	2	See General Education Requirements.
3	MKT 3020 Consumer Behavior	6	Marketing Requirement ⁵	3	See General Education Requirements.
6	PRTM / PGM Concentration Requirement	3	MKT 4500 Strategic Marketing Management	4	See a PRTM-PGA academic advisor.
3	MKT 4200 Professional Selling	3	Elective / CCA/ STS ²	5	Select any MKT 3000-4000 Level Course - See Advisor
18		18			

152 Total Semester Hours