PGA Golf Management Program at Clemson University

Prospective Student Information
PROGRAM DESCRIPTION

One of only 19 PGA accredited programs, the PGA Golf Management Program in the Parks, Recreation and Tourism Management Department (PRTM) at Clemson University provides a unique educational background for students who desire to become PGA professionals. Students obtain specialized knowledge, skills, and preparation to be leaders in the golf industry. The PGA Golf Management curriculum provides an academic program that develops well-rounded, service-oriented golf professionals who can meet and respond to the personal as well as business management requirements of golf facilities. A unique and exciting feature of the program is the 16-month cooperative educational requirement. The PGA Golf Management faculty evaluates and secures each internship site to ensure that quality educational experiences are provided. Students will also complete the PGA’s Playing Ability Test (PAT) and all testing and seminar requirements through the PGA of America. The combination of skills and knowledge acquired in the program augment the golf professional’s success as a manager and advocate for the game. Upon completion of the program, the student will have satisfied all requirements to become a PGA of America Class A Member.

Students in the PGA Golf Management Program will earn a Bachelor of Science Degree in PRTM with a concentration in Professional Golf Management. The curriculum is built around a strong business background also earning the student a minor in Business Administration. A very exciting opportunity in our program is the option for ambitious business minded students to earn a double major in PRTM and Business Management; with a selection of summer courses and one extra semester. Students who have a keen interest in teaching will have the opportunity to develop teaching skills through two classes focused on golf instruction as well as various service opportunities through the program. All students will receive extensive training in human behavior and customer relations with a strong background in all facets of effectively managing an organization. Because of the unique resources of Clemson University, graduates will have a greater understanding of environmental issues as they relate to the golf industry, and the ability to promote and expand golf to youth, women, minorities, and those with disabilities. The degree options at Clemson give you the flexibility to meet your needs and career goals.

The PGA Golf Management Program at Clemson is under the direction of Mr. Rick Lucas, a faculty member in the PRTM Department. Mr. Lucas, Director of the PGA Golf Management Program, has a master’s degree in business and is a PGA Professional. He also has over 20 years experience in the golf industry with extensive knowledge in management of golf programs and operations.

REQUIREMENTS

A student seeking admission into the PGA Golf Management Program must meet all Clemson University entrance requirements. Clemson University has a sliding admission requirement involving a combination of a student’s SAT/ACT scores, high school GPA, and high school rank. The PGA Golf Management Program will then accept approximately 20-25 students per year. To be admitted into the Program, each applicant also must demonstrate evidence of a playing proficiency reflected in a handicap of eight or better. Each student’s handicap must be verified by a member of the PGA or by a high school golf coach.

Students looking to transfer into the PGA Golf Management Program have the following additional requirements: must have completed no more than 50 hours of college course work; earned a cumulative grade-point average of 3.2 (on a 4.0 scale); must have passed the PGA of America’s Playing Ability Test (PAT).

Students graduating from the PRTM Department and the PGA Golf Management Program must complete all required courses in the PRTM curriculum and achieve minimum of a 2.5 GPR for 120 academic credits. In addition students must pass their Player’s Ability Test (PAT), complete sixteen months of PGA/PGM internships, and also successfully complete all three levels of the PGA Golf Management Program.
Clemson University combines the benefits of a major, land-grant, science- and engineering-oriented research university with a strong commitment to quality teaching and individual student success. It is a student-centered community characterized by high academic standards, inclusiveness, collaboration and a drive to excel.

Located in a college-town setting, Clemson boasts a 17,500-acre forest, a 295-acre botanical garden and a lakefront setting. Undergraduate enrollment is managed to ensure small classes, a 16-to-1 student-to-faculty ratio, and high retention and graduation rates. Clemson scores above the national average on student engagement and satisfaction surveys, and has earned national recognition for living-learning communities, Creative Inquiry, writing across the curriculum and participation in community service.

A new 10-year strategic plan, the Clemson 2020 Road Map, focuses on providing talent for the new economy, driving innovation that stimulates economic growth, and addressing the great challenges of the 21st century, such as health, energy, transportation and environmental sustainability. Other key emphasis areas include advanced materials, biotechnology and biomedical science, information and computing technology, family and community living, general education, information and communications technology, and leadership and entrepreneurship.

Clemson ranks 25th among national public universities according to U.S. News and World Report and is the No. 1 choice of the state’s best high school graduates. More than half of Clemson’s incoming freshmen ranked in the top 10 percent of their high school class. The University ranks sixth among national universities, both public and private, in payback ratio, according to SmartMoney Magazine – a calculation based on graduates’ lifetime earning potential and the cost of tuition.

Clemson’s 19,000 students can select from 80 undergraduate and 110 graduate degree programs offered by five colleges: Agriculture, Forestry and Life Sciences; Architecture, Arts and Humanities; Business and Behavioral Science; Engineering and Science; and Health, Education and Human Development.

Clemson was founded in 1889 through a bequest from Thomas Green Clemson, a Philadelphia-born, European-educated engineer, musician and artist who married John C. Calhoun’s daughter, Anna, and settled at her family estate in South Carolina. Clemson believed that the way to rebuild his adopted state’s war-ravaged economy was through scientific education, so he left his home and fortune to the state of South Carolina to create the institution that bears his name.

Clemson University has a long history of involvement with the golf industry. For the past 35 years, the Turfgrass Management Program in the Department of Horticulture has served the industry by means of both formal and informal educational and technical assistance programs. The Cooperative Extension Service has provided direct assistance to golf course superintendents through their Turfgrass Research and Assistance Program.

The PRTM Department administers the National Project on Accessible Golf. The purpose of the Project is to enhance access to golf for all physically challenged individuals and other excluded groups through research, educational programs and technical assistance. The Department has also sponsored six National Forums on Accessible Golf. These Forums have been instrumental in the establishment of the federal guidelines for accessible golf in response to the Americans with Disabilities Act. The PRTM Department has also completed a vast amount of research in the Travel and Tourism industry specifically related to golf.

In addition, the Walker Golf Course at Clemson University is a championship golf course that is fully accessible to golfers with disabilities and has become a prototype for golf course architects and developers. It serves as the setting for the instruction programs offered through the National Project for Accessible Golf and it will be the core facility for the PGA Golf Management Program. The Martin Inn, an 85-room hotel, and the Madren Center, a 56,000 square foot conference center, are adjacent to the Walker Course and will be used extensively for the PGA Golf Management Program.
Department of Parks, Recreation, and Tourism Management

Nearly one third of your life is spent playing. Recreational activities are just as necessary as sleeping or eating. In the Department of Parks, Recreation, and Tourism Management, students study fun. They learn how to manage recreational activities, take an active role in the environment, and perform scientific studies on tourism and the effects on a local, regional, and national economy. This is only a portion of the skill sets you will learn in this department.

The undergraduate curriculum in Parks, Recreation, and Tourism Management prepares students for a variety of careers in public and private settings. The undergraduate curriculum provides a broad exposure to the knowledge and skills required to manage recreation, park, and tourism programs and resources. Examples of such programs and positions include those for municipalities, institutions, voluntary and youth serving agencies, management positions within the travel and tourism industry, and as resource managers of local, state, and federal parks and related lands and waters.

Flexibility within the curriculum is achieved by permitting each student to select course work from among several concentration areas that include Community Recreation, Sport, and Camp Management; Park and Conservation Area Management; Therapeutic Recreation; Professional Golf Management; and Travel and Tourism Management. The latitude in selection permits maximum accommodation of the individual student's interests and professional career objectives. The student may complete requirements for a minor. A departmental honor's program is also offered.

PRTM EDGE (Engaging in Diverse Guided Experiences) Semester

The PRTM EDGE Semester is a collaborative and unique approach to delivering of the core PRTM content to all second semester sophomores who are PRTM majors. This approach allows the content to be delivered in a flexible and integrative manner incorporating innovative teaching methods, Creative Inquiry research, real world experiences, HEHD Dispositions and experiential learning. During this semester the students own the faculty’s time and the faculty own the students’ time. With this flexibility, core course content is interwoven throughout the semester and taught using a variety of modalities including but not limited to: field experiences, service learning, small and large group work, learning portfolios, volunteer experiences in the community, participation in workshops and conferences, lectures, creative inquiry, and field trips to visit with leading PRTM professionals. The focus of this semester is not only to prepare students for their chosen profession but to also assist them in the development of knowledge and skills needed to be contributing and engaged members of society.

HEHD Motto—“The Engaged College with a Personal Touch”
Double Major Option—Business Management

For students interested in earning a double major in PRTM and Business Management; with a selection of summer courses and one extra semester. The Bachelor of Science degree in Management prepares students for careers as professional managers in corporations, governmental organizations, and small businesses. In addition, the program provides a foundation for graduates who wish to pursue advanced degrees in business and public administration, law, and the social sciences.

The curriculum gives students a broad exposure to the functional areas of business and allows each to select an emphasis area in a subject that is germane to individual career interests. The Management curriculum provides an examination of the social, legal, political, and economic environments in which organizations must operate; an understanding of the functional areas of business and their inter-relationships; and a knowledge of behavioral science, applied statistics, and mathematics as they relate to organizational problem solving. The program is accredited by AACSB International.

The department consists of an internationally recognized faculty with diverse research, teaching, professional and consulting experiences. The department has developed an outstanding reputation for its broad-based, interdisciplinary programs in management.

For more information on the College of Business and Behavioral Science and the Department of Management please visit:

http://www.clemson.edu/cbbs/departments/management

Double Major Option—Marketing

The Department of Marketing prepares students for professional careers in marketing, a field focused on the promotion, facilitation and maintenance of exchange relationships between an organization (its products, services and ideas) and its customers. Marketing is the revenue-generating activity of organizations and is critical to its success and survival. Because of marketing’s vital role in economic health, there is a growing demand for well-educated marketing professionals.

The undergraduate marketing curriculum, in combination with general education courses and other business course requirements, prepares students for professional marketing careers in industry, government or the non-profit sector. This degree also prepares students for entrance into graduate studies in marketing, business administration, law or other disciplines.

The Marketing Department consists of internationally recognized faculty with diverse research, teaching, professional and consulting experiences. Often, marketing faculty are invited speakers at national and international universities and conferences. Moreover, they provide consulting for various corporate partners and are often quoted in local and national newspapers, magazines and periodicals.

For more information on the College of Business and Behavioral Science and the Marketing Department please visit:

http://www.clemson.edu/cbbs/departments/marketing/
The PRTM-PGM Curriculum consists of 120 credits hours in four primary areas:

- General Education Requirements 30 credits
- Department Requirements 29 credits
- Golf Management Concentration 50 credits
- Electives 11 credits
  
  Total 120 credits

Optional Double Major: Business Management or Marketing

- Marketing / Management 31–34 credits
  
  Total 151-154 credits

PGM Curriculum—PRTM with Business Minor

PGM Curriculum—Dual Major Business Management

PGM Curriculum—Dual Major Marketing

PGA/PGM Sequence of Instruction
Programs and Activities

PGA Golf Management Student Association

The “PGA GM Student Association” is an official student organization of Clemson University. Because of this, students are responsible for managing the club by writing and upholding an organization constitution. The students elect a board of directors, host weekly meetings, and organize all of the PGA GM Social Activities. This gives our students the chance to lead and participate in a variety of activities.

Clemson PGA GM Board of Directors – The PGA GM Board represents the collective interest of PGA Golf Management Students and manages the program activities. Duties include:

- Organizing the Clemson PGA GM Tournament Program
- Enforcing the Constitution for PGA GM students
- Conducting weekly student board meetings
- Managing various tasks such as PGM Newsletter, Budget, and Social Media
- Organizing program’s social events
- Organizing block seating and tail-gaiting for Clemson sporting events

PGA Golf Management Tournament Series

Each semester, Clemson PGA Golf Management conducts its own PGA Golf Management Tournament series for all PGA Golf Management students. Generally, this includes anywhere from 12-15 events per semester. The PGA GM tournament series offers a balance of fun yet competitive tournament golf. For a small entry fee, PGA Golf Management students compete against one another for cash, merchandise and a chance to represent the Clemson PGA Golf Management Program in intercollegiate competition. Tournament participation is mandatory for all PGA Golf Management Students.

Monthly Meetings and Seminars

One of the most exciting and educational aspects of the program include mandatory monthly PGA Golf Management meetings which are highlighted by seminars given by top PGA Professionals in the area and industry leaders. Topics of discussion can range from professional instruction, playing, business management, interpersonal skills, and business management just to name a few. Along with our guest speaker series, students will stay informed on current topics in the industry as well as PGA education and PGA/PGM club news and events.

Social Events:

Our most sacred sporting event here at Clemson is football. If you haven’t been to a Clemson football game, you haven’t seen the passion and devotion fans can give to college football. Because we are a student organization, Clemson PGA GM receives “block seating.” Clemson PGA GM students have a choice to sit with the Clemson PGA GM group for all home football games. Students get free tickets, and block seating offers a chance to get tickets before other students as well as priority seating. Clemson PGA GM often organizes its own campus tailgates for football games and other events. There is also a wide range of other club social activities.
PGA Professional Instruction: Player Development

Our program directors are active in helping our students get better at playing golf. Our program directors, Rick Lucas and Adam Savedra, are both PGA Instructors with a combined 30+ years of teaching experience. During the semester, students will attend supervised practice sessions with these instructors. Students may also schedule private lessons at their request. Our player development program is dedicated to enhancing the playing ability of students. Students who have not passed the PAT are required to attend golf practice and will meet with instructors on a regular basis. Our student’s swings are routinely videotaped to monitor progress throughout the school year. Assignments and tournament play are also great supplements to the player development activities.

Living Learning Community

All freshmen Housing choices provide a supportive, safe environment for new students. The bonus of being a part of the HEHD living-learning community is the chance to add academic and professional growth into your resume from day one. Activities are designed to be relevant, interesting, tied to future careers, and expose residents to the six HEHD learner dispositions. HEHD students who chose to live in our community have proven to be the leaders among our incoming freshmen class regardless of their specific major. The HEHD Living-Learning Community provides you and your classmates with an extraordinary experience in a living environment that focuses on learning in and outside of the classroom.

For anyone choosing to earn a degree in Education, Nursing, Public Health Science, or Parks, Recreation, and Tourism Management, The College of HEHD Living Learning Community is designed to give every student a learning experience that is both social and unique to your experience at Clemson University.

Other Exciting Program Opportunities

- PGA Leadership Conference in Port St. Lucie, FL—Educational opportunities
- Directors Cup—Annual competition with Coastal Carolina PGM
- Carolinas Cup—Annual golf tournament competing amongst the other PGM Universities in the Carolinas
- Rivalry Cup—Competition vs. Florida State
- PGA Jones Cup—Annual national competition in Port St. Lucie, FL against the other 19 PGA/PGM Universities.
- PGA Minority Championship
- Study Abroad opportunity in Brussels, Belgium
- PGA Merchandise Show in Orlando, FL—Volunteer and educational opportunities
- Carolinas PGA Show in Myrtle Beach, SC—Volunteer and educational opportunities
- Leisure Skills Golf—Instructional opportunities
- Tiger Golf Gathering and Legends Golf Tournament—Volunteer Opportunities
FACILITIES

The Walker Course:

Rated as one of the 30 "Best Courses You Can Play in South Carolina" by the SC Golf Course Ratings Panel and rated in the "Top 25 Best College Golf Courses" by Links magazine. PGA Golf Management students enjoy a course that is fun yet challenging to play. Equipped with a full service driving range, putting green, and soon to open chipping/pitching area PGA Golf Management students have everything they need to improve. The Walker Course is extensively used throughout the program as a learning laboratory to improve playing and teaching skills, compete in PGA GM events, and hosts a number of PAT's throughout the year.

The Walker Course is rated as the 9th Best Collegiate Golf Course in America on the Professional Golfers' Association's web site. View the write up here.

Indoor Facility and Teaching Technology:

- State of the art club repair facility extensively used for PRTM 283
- Indoor practice facility equipped with four hitting stations and practice green.
- Equipped with Golf Achiever and Vector Pro Launch Monitor technology and VI Swing Analysis Software
- SAM Putt Lab Studio
Clemson PGA Golf Management Internship Program:

The PGA/PGM program requires students to complete 16 months of internships while enrolled in co-op and practicum courses. These 16 months of paid internships allows students to gain the proper experience before obtaining their PGA of America membership. Currently, Clemson PGA Golf Management has standing relationships with over 500 golf facilities. Students will have the opportunity to work at some of the top facilities in golf, while gaining experience in public, private, and resort courses and instructional and corporate facilities. These sites work with Clemson in providing the student with unique job experiences and great educational opportunities. They provide students with the real world knowledge and experience that allows them to be successful professionals in the golf industry. In addition, our program advisors work with each individual student to select an internship that is catered to their career goals. Throughout the internship your responsibilities will include but are not limited to: tournament operations, golf shop operations and golf staff supervision, outside operations, guest services, administering instructional programs, budgeting, and merchandising.

Sample of Past Internship Locations

Private:

- Baltusrol Golf Club
- Congressional Country Club
- The Country Club at Brookline
- The Olde Farm
- Greenville Country Club
- The Honors Course
- Mayacama Golf Club
- Medinah Country Club
- Merion Country Club
- Grandfather Golf and Country Club
- Olympia Fields Country Club
- Ridgewood Country Club
- Atlanta Athletic Club
- Southern Hills Country Club
- Trump National Golf Club
- Wade Hampton Golf Club
- Sleepy Hollow Country Club

Resort:

- Bandon Dunes Golf Resort
- Blackwolf Run
- The Broadmoor Golf Club
- Kauri Cliffs/Cape Kidnappers – New Zealand
- Kiawah Island Resort
- Pebble Beach Golf Links
- Pinehurst Golf Resort
- Reynolds Plantation
- Sea Pines Resort
- Walt Disney Golf Operations

Other Facilities:

- Jim Mclean Golf School
- PGA Headquarters
- Billy Casper Golf Company
- PGA Section Internships
Rick Lucas (Director) – Biographical Information

Education: B.S. - Old Dominion University
MBA - Virginia Commonwealth University

Experience: Head Golf Professional - Keowee Key Golf & Country Club
General Manager/Head Professional - Pianktank River Golf Club
Head Professional/Teaching Coordinator - The Country Club of Virginia
Assistant Golf Professional - Wilmington Country Club
Assistant Golf Professional - Piney Branch Golf Club

Career Highlights: PGA Business School I & II - Top 5%
Won PGA Philadelphia Assistants Southern Championship
Certified Club Fitter - Ben Hogan Co.
Squire Cup Team - Middle Atlantic Section
Middle Atlantic Section Education Committee

Adam Savedra (Assistant Director) – Biographical Information

Education: B.S. - New Mexico State University
MBA - New Mexico State University

Experience: 1st Assistant Golf Professional/Tournament Director - Biltmore
Golf Instructor - John Pallot Golf Academy
Assistant Golf Professional - PGA Golf Club
Physical Education Instructor - New Mexico State University

Career Highlights: PGM Graduate - New Mexico State University
NMSU PGM Tournament of Champions
Recipient PGA-PGM Diversity Scholarship
Mitchell Club Repair Certified
Contact Information

PGA Golf Management
Parks, Recreation and Tourism Management
Clemson University
128 McGinty Court
263 Lehotsky Hall
Clemson, SC 29634-0735
Fax: (864) 656-2226

Mr. Rick Lucas, Director
Email: rucas@clemson.edu
Phone: (864) 656-0112

Mr. Adam Savedra, Assistant Director
Email: savedra@clemson.edu
Phone: (864)656-0292

Additional Information

Clemson University Homepage
http://www.clemson.edu/

Clemson PGA Golf Management Homepage
http://www.clemson.edu/pgm

College of Health, Education, and Human Development
http://www.clemson.edu/hehd

Department of Parks, Recreation, and Tourism Management
http://www.clemson.edu/hehd/departments/prtm

College of Business and Behavioral Science
http://www.clemson.edu/cbbs/index.html

PGA of America Education—PGM
University Programs

We are on Facebook
Watch our video

Follow us on twitter @Clemson_PGM