

# MARKETING, BACHELOR OF BUSINESS ADMINISTRATION WITH A CONCENTRATION IN PGA GOLF MANAGEMENT (B.B.A.)

## Program Requirements

CIP Code: 52.1401

### Summary Checklist for General Education

Code	Title	Hours
<b>Element 1</b>		
A:	Written Communication ( <a href="http://catalogs.eku.edu/undergraduate/general-academic-information/general-education-requirements/element-1/">http://catalogs.eku.edu/undergraduate/general-academic-information/general-education-requirements/element-1/</a> )	3
B:	Written Communication ( <a href="http://catalogs.eku.edu/undergraduate/general-academic-information/general-education-requirements/element-1/">http://catalogs.eku.edu/undergraduate/general-academic-information/general-education-requirements/element-1/</a> )	3
C:	Oral Communication ( <a href="http://catalogs.eku.edu/undergraduate/general-academic-information/general-education-requirements/element-1/">http://catalogs.eku.edu/undergraduate/general-academic-information/general-education-requirements/element-1/</a> )	3
<b>Element 2</b>		
	Quantitative Reasoning ( <a href="http://catalogs.eku.edu/undergraduate/general-academic-information/general-education-requirements/element-2/">http://catalogs.eku.edu/undergraduate/general-academic-information/general-education-requirements/element-2/</a> )	3
<b>Element 3</b>		
A:	Arts ( <a href="http://catalogs.eku.edu/undergraduate/general-academic-information/general-education-requirements/element-3/">http://catalogs.eku.edu/undergraduate/general-academic-information/general-education-requirements/element-3/</a> )	3
B:	Humanities ( <a href="http://catalogs.eku.edu/undergraduate/general-academic-information/general-education-requirements/element-3/">http://catalogs.eku.edu/undergraduate/general-academic-information/general-education-requirements/element-3/</a> )	3
<b>Element 4</b>		
	Natural Sciences ( <a href="http://catalogs.eku.edu/undergraduate/general-academic-information/general-education-requirements/element-4/">http://catalogs.eku.edu/undergraduate/general-academic-information/general-education-requirements/element-4/</a> )	6
<b>Element 5</b>		
A:	Historical Science ( <a href="http://catalogs.eku.edu/undergraduate/general-academic-information/general-education-requirements/element-5/">http://catalogs.eku.edu/undergraduate/general-academic-information/general-education-requirements/element-5/</a> )	3
B:	Social Behavioral Science ( <a href="http://catalogs.eku.edu/undergraduate/general-academic-information/general-education-requirements/element-5/">http://catalogs.eku.edu/undergraduate/general-academic-information/general-education-requirements/element-5/</a> )	3
<b>Element 6</b>		
	Diversity of Perspectives Experiences ( <a href="http://catalogs.eku.edu/undergraduate/general-academic-information/general-education-requirements/element-6/">http://catalogs.eku.edu/undergraduate/general-academic-information/general-education-requirements/element-6/</a> )	6
<b>Total Hours</b>		<b>36</b>

Students are expected to complete Elements 1 and 2 within their first 60 hours of college credit.

## Major

Code	Title	Hours
<b>University Graduation Requirements</b>		
General Education		36
<i>Student Success Seminar</i>		
BUS 100	Professional Development One	1
Upper division courses (42 hrs. distributed throughout Major/Supporting/Gen Ed/Free Electives categories)		
<b>Major Requirements</b>		
<i>Business Core Courses</i>		
Professional Development Series:		
BUS 200	Professional Development Two	1
BUS 300	Professional Development Three	1
BUS 400	Professional Development Four	1
Nature of Business:		
BUS 101	Nature of Business	3
Fundamentals Series: Environment and Tools of Business		
Environment of Business		
BUS 204	Fundamentals of Business Law and Ethics	3
Tools of Business		
BUS 206	Fund of Prob Solving w Excel	3
BUS 207	Fund of Interpersonal Bus Comm	3
BUS 209	Fundamentals of Financial and Managerial Accounting	3
Essential Series: Functions of Business		
BUS 301W or BUS 301	Essentials of Formal Communication	3
BUS 302	Essentials of Finance	3
BUS 303	Essentials of Org Behav/HR Mgt	3
BUS 304	Essentials of MIS	3
BUS 305	Essentials of Marketing	3
BUS 306	Essentials of Supply Chain Mgt	3
Mastery of Business:		
BUS 402	Integrated Strategic Mgmnt	3
<i>Supporting Course Requirements</i>		
Fundamentals Series: Environment and Tools of Business		
Environment of Business		
ECO 230	Fundamentals of Microeconomics (Element 5B) <sup>G</sup>	3
ECO 231	Fundamentals of Macroeconomics	
Choose one of the following three options:		
MAT 112A	Algebra: Polynomials (Element 2) <sup>G</sup>	
And		
MAT 112B	Algebra: Functions & Matrices (Element 2) <sup>G</sup>	
Or		
MAT 114	College Algebra (Element 2) <sup>G</sup>	
Or		
MAT 211	Applied Calculus (Element 2) <sup>G</sup>	
Choose one of the following:		
STA 260	Business Statistics	3-4
STA 270	Applied Statistics	

## Concentrations

Students must select one of the following Concentrations:

General Marketing	
Marketing Research and Analytics	
Music Marketing	
PGA Golf Management Concentration	40
<b>Total Hours</b>	<b>122-123</b>

**G**

Course also satisfies a General Education element. Hours are included within the 36 hr. General Education Requirement above.

2

May include three hours approved business electives. Upper Division electives may be required to meet the University 43 hour upper division requirement.

**Concentration**

Code	Title	Hours
<b>Concentration Courses</b>		
MGT 201	Introduction to Golf Management	3
MGT 202	Introduction to Golf Instruction	3
MGT 203	Golf Operations I	3
MGT 204	Golf Operations II	3
MGT 205	Analysis of the Golf Swing	3
MGT 206	Golf Operations and Administration	3
MGT 207	Advance Golf Instruction & Special Programs	3
MGT 210	Golf Operation III	3
MKT 310	Professional Selling	3
MKT 350	Consumer Behavior in Marketing	3
MKT 555	Marketing Research and Analysis	3
PGM 349A	Cooperative Study: PGA Golf Management	0.5
PGM 349B	Cooperative Study: PGA Golf Management	0.5
PGM 349C	Cooperative Study: PGA Golf Management	0.5
PGM 349D	Cooperative Study: PGA Golf Management	0.5
PGM 349E	Cooperative Study: PGA Golf Management	0.5
OHO 351	Turf Grass Management (additional requirement)	4
<i>Exit Requirements</i>		
PGM 100	PGA Playing Ability Test (completion of the PGA Playing Ability Test)	0
PGM 101	Orientation (completion of completion of qualifying level to PGA Golf Management)	0.5
PGM 199	PGA Education Level 1 (completion of Level 1 of PGA Education)	0
PGM 299	PGA Education Level 2 (completion of Level 2 of PGA Education)	0
PGM 399	PGA Education Level 3 (completion of Level 3 of PGA Education)	0
PGM 499	PGA Final Experience (completion of PGA Final Experience)	0
<b>Total Hours</b>		<b>40</b>