



# EASTERN KENTUCKY UNIVERSITY

## College of Business & Technology

### SUGGESTED CURRICULUM GUIDE FOR MARKETING (B.B.A. DEGREE) PGA GOLF MANAGEMENT OPTION - Fall 2009

<u><b>Freshman (1<sup>st</sup> Semester) 16 hrs</b></u> BTO 100* PGM Orientation Block I-A* ENG 101 CIS 212 or CSC 104 Intro to CIS or Computer Literacy Block VI Wellness MAT 107 College Algebra (or MAT 211 Calculus) PSY 200 or SOC 131 Intro to PSY or Intro to SOC	<u><b>Freshman (2<sup>nd</sup> Semester) 18 hrs</b></u> Block I-B* ENG 102 Block IV B Physical Lab Science Block III-B Humanities Block I-C CMS 210 ACC 201 Introduction to Financial Accounting MGT 201-Introduction to Golf Management
SUMMER PGM 349 A (1) -Co-op	
<u><b>Sophomore (1<sup>st</sup> Semester) 15 hrs</b></u> ECO 230 Principles of Economics I ACC 202 Introduction to Managerial Accounting QMB 200 Business Statistics Block IV-A or B Biological or Physical Lab Science MGT 202- Introduction To Golf Instruction	<u><b>Sophomore (2<sup>nd</sup> Semester) 15 hrs</b></u> ECO 231 Principles of Economics II GBU 204 Legal and Ethical Environments of Business Block VII Breadth of Knowledge Block V-A Social/Behavioral Sciences MGT 203 – Golf Club Repair & Golf Swing Analysis Level 1 Checkpoint (May)
SUMMER PGM 349 B (1) – Co-op	
<u><b>Junior (1<sup>st</sup> Semester) 18 hrs</b></u> MGT 300 Principles of Management MKT 300 Principles of Marketing MGT 340 Management Science Block V Social / Behavior Sciences Block VIII Depth of Knowledge MGT 204 Golf Customer Relations BTS 300 Business & Technology Seminar (0 credit)*	<u><b>Junior (2<sup>nd</sup> Semester) 16 hrs</b></u> FIN 300 Business Finance I CCT 300W Managerial Reports. PGM MGT 330 Small Business MGT, PGM OHO 351 (4) Turfgrass MGT, PGM MGT 205 Analysis of the Golf Swing Level 2 Checkpoint (May)
SUMMER PGM 349 C (1) –Co-op	
<u><b>Senior (1<sup>st</sup> Semester) 18 hrs</b></u> MKT 405 Retail MGT, PGM MKT 370 Operations Management MGT 320 Human Resource MGT, PGM CIS 300 Management Information Systems Block VIII Depth of Knowledge MGT 206 Golf Operations & Administration	<u><b>Senior (2<sup>nd</sup> Semester) 16 hrs</b></u> GBU 480 Business Strategy MKT 350 Consumer Behavior in Marketing MKT 310 Personal Selling OHO 362G Problems of GCO NFA 445 Food Service MGT 207 Special Topics in PGM BTS 400 Business & Technology Seminar (0 credit)* Level 3 Checkpoint (October)
SUMMER PGM 349 D (1) – Co-op	FALL PGM 349 E (1) – Co-op

**BACHELOR OF BUSINESS ADMINISTRATION - Dept of Management, Marketing, and Admin Comm**  
**Marketing Major, PGA Golf Management Option**

University Requirements.....	1 hr
BTO 100	
General Education Requirements .....	36 hrs
Standard General Education program, excluding general education course blocks II, VB, VC, and VII(QS). Refer to Section Four of the <i>Undergraduate Catalog</i> for details on the General Education and University requirements.	
College Requirement: Professional Skills Seminar	
BTS 300 (CR) and BTS 400 (CR).	
Supporting Course Requirements.....	15 hrs
MAT 211 or 107; and PSY200 or 200W or SOC 131, ECO 230, 231; CIS 212 or CSC 104.	
Pre-Business Core .....	12 hrs
ACC 201, 202, GBU 204, QMB 200	
Business Core**.....	21 hrs
CCT 300W, CIS 300, FIN 300, MGT 300, MGT 370, MKT 300, GBU 480	
Major Requirements (Marketing Requirements)*** .....	12 hrs
MKT 310, MKT 350, 404, MGT 340	
Major Requirements (PGM Option)*** .....	35 hrs
MGT 201, 202, 203, 204, 205, 206, 207, 320, 330; NFA 445, OHO 351 (4 hr credit), OHO 362G (1hr credit)	
Major Requirements (Cooperative Education)*** .....	5 hrs
PGM 349A, 349B, 349C, 349D, 349E (1 hr credit each)	
Total Curriculum Requirements .....	137 hrs

\*Course must be taken in semester indicated. \*\*Prerequisite included a minimum of 60 hrs and an overall GPA of at least a 2.0 in addition to the specific prerequisite(s). A minimum of an overall 2.25 GPA is required for the combined Supporting Courses. Pre-Business Core and Business Core.  
 \*\*\*Grade of "C" or better in major requirements.

