MKTG-MARKETING (MKTG)

MKTG 180. PGA Golf Management Freshman Orientation
3 Credits
Introduction to the Policies and Procedures of the PGA Golf Mgt. Program and the PGA of America. Students will also be introduced to the Qualifying Level of the PGA’s Educational Program, Rules of Golf, PGA Constitution and the History of the PAG. Additional course fee required. Consent of Instructor required. Restricted to: PGA Golf Management Students. MKTG/PGM majors.

MKTG 181. Level 1, PGA’s PGM Education Program (Part 1)
3 Credits
Introduction of Level 1 of the PGA’s Educational Program. This class will focus on Business Planning and Operations, Customer Relations, and the corresponding PGA Work Experience Activities. Additional course fee required. Consent of Instructor required. Restricted to: MKTG/PGM majors.

MKTG 203. Introduction to Marketing
3 Credits
Covers processes, functions and principles in the current marketing system. Includes role of marketing in the economy, types of markets, product development, distribution channels, pricing and promotion strategies, market research and management of the processes. Community Colleges only.

MKTG 280. Level 1, PGA’s PGM Education Program (Part 2)
3 Credits
Continuation of Level 1 of the PGA’s PGM Education Program. This class will focus on Tournament Operations, Golf Car Fleet Management and the corresponding PGA Work Experience Activities. Students will also be required to provide an internship evaluation report. Additional course fee required. Consent of Instructor required. Restricted to: MKTG/PGM majors.

MKTG 281. Level 1, PGA’s PGM Education Program (Part 3)
1.5 Credits
Completion of Level 1 of the PGA’s PGM Education Program. This class will focus on Introduction to Teaching and Golf Club Performance and the corresponding PGA Work Experience Activities. Additional course fee required. Consent of Instructor required. Restricted to: MKTG/PGM majors.