

MARKETING (PGA GOLF MANAGEMENT) - BACHELOR OF BUSINESS ADMINISTRATION

A Suggested Plan of Study for Students

This roadmap assumes student placement in MATH 1220G College Algebra and ENGL 1110G Composition I. The contents and order of this roadmap may vary depending on initial student placement in Mathematics and English. It is only a suggested plan of study for students and is not intended as a contract. Course availability may vary from Fall to Spring semesters and is subject to modification or change. Online availability and enrollment may be limited.⁴

First Year

Fall		Credits
MATH 1215	Intermediate Algebra	3
BCIS 1110	Introduction to Information Systems	3
ENGL 1110G	Composition I ¹	4
Area V: Humanities ¹		3
MKTG 180	Level 1, PGA's PGM Education Program (Part 1)	3
(Q-Level/Facility MGT 1A) Complete PGA's Qualifying Level, Facility Management 1A (Tournament Ops A, Rules of Golf B, and Career Enhancement B), W.E. Activities If you haven't passed PAT => Attempt Playing Ability Test (PAT)		
Credits		16

Spring

MATH 1220G	College Algebra ^{2,3}	3
BUSA 1110	Intro to Business	3
Area III: Laboratory Science Course ¹		4
COMM 1115G	Introduction to Communication ¹	3
MKTG 181	Level 1, PGA's PGM Education Program (Part 2)	3
(Teaching and Coaching 1) (Teaching Seminar 2 Days) Complete Teaching and Coaching 1, W.E. Activities, Teaching and Coaching Seminars. If you haven't passed PAT => Attempt Playing Ability Test (PAT)		
Credits		16

Summer

Summer Internship 1 (3 Months)		
If you haven't passed PAT => Attempt Playing Ability Test (PAT)		
Credits		0

Second Year

Fall		Credits
MATH 1430G	Applications of Calculus I (Foundation Requirement, must earn a grad of at least C-) ³	3
ECON 2110G	Macroeconomic Principles (Satisfies 1st Social/Behavioral Science)	3
ACCT 2110	Principles of Accounting I	3
ENGL 2210G	Professional and Technical Communication Honors	3
MKTG 280	Level 1, PGA's PGM Education Program (Part 3)	3

(Facility MGT 1B) Complete Facility Management 1 B (Business Planning A, Customer Relations A, Golf Car A, Merchandising A, Turfgrass A), W.E. Activities, Level 1 Exams. If you haven't passed PAT => Attempt Playing Ability Test (PAT)

Spring		Credits
ECON 2120G	Principles of Microeconomics	3
Statistics Requirement ³		3
MATH 1350G	Introduction to Statistics	
A ST 311	Statistical Applications	
Area VI: Creative and Fine Arts Course ¹		3
ACCT 2120	Principles of Accounting II	3
MKTG 281	Level 2, PGA's PGM Education Program (Part 1)	3
(Teaching and Coaching 2) (Teaching Seminar 3 Days) Complete Teaching and Coaching 2, W.E. Activities, Teaching and Coaching Seminars. If you haven't passed PAT => Attempt Playing Ability Test (PAT)		
Credits		15

Summer		Credits
Summer Internship 2 (3 Months)		
If you haven't passed PAT => Attempt Playing Ability Test (PAT)		
Credits		0

Third Year

Fall		Credits
MKTG 313	Retail Management ^{While MKTG 313 is recommended, any upper-division Marketing course can be substituted as an elective.}	3
BCIS 338	Business Information Systems I	3
MKTG 303	Principles of Marketing	3
MKTG 310	Marketing Research (Must earn a grade of at least C-)	3
MKTG 380	Level 2, PGA's PGM Education Program (Part 2)	3
(Facility MGT 2) Complete Facility MGT 2 & Business Planning B, Customer Relations B, golf Ops A, Merchandising B, Tournament Ops B, W.E. Activities. Level 2 Exams. If you haven't passed PAT => Attempt Playing Ability Test (PAT)		
Credits		15

Spring		Credits
MKTG Upper Level Elective		3
MGMT 309	Human Behavior in Organizations	3
BLAW 316	Legal Environment of Business	3
BFIN 341	Financial Analysis and Markets	3
MKTG 381	Level 3, PGA's PGM Education Program (Part 1)	3
(Teaching and Coaching 3) (Teaching Seminar 2 Days) Complete Teaching and Coaching 3, W.E. Activities, Teaching and Coaching Seminars. If you haven't passed PAT => Attempt Playing Ability Test (PAT)		
Credits		15

Summer		Credits
Summer Internship 3 (3 Months)		
If you haven't passed PAT => Attempt Playing Ability Test (PAT)		
Credits		0

Fourth Year

Fall		Credits
MKTG Upper Level Elective		3
MGMT 344	Production and Operations Management	3
ECON Upper level Elective		3
Viewing the Wider World (VWW) ⁴		3
MKTG 480	Level 3, PGA's PGM Education Program (Part 2)	3

(Facility MGT 3) (Business Simulations 1 Day) Complete Facility MGT
 3 (Business Planning C, Golf Ops B, Merchandising C, Golf Car Fleet
 B, Supervising and Delegating A, Turfgrass B, Food and Bev A, Career
 Enhancement C), W.E. Activities, Level 3 Exams, Business Simulations.
 If you haven't passed PAT => Attempt Playing Ability Test (PAT)

Credits		15
Spring		
MGMT 449	Strategic Management	3
MKTG 489	Strategy and Policy (Must earn a grade of at least C-.)	3
Upper Level Elective in any Business Class		3
Viewing the Wider World (VWW) ⁴		3
If you haven't passed PAT => Attempt Playing Ability Test (PAT)		
Credits		12
Summer		
Summer Internship 4 (7 Months)		
If you haven't passed PAT => Attempt Playing Ability Test (PAT)		
Credits		0
Fifth Year		
Fall		
MKTG 481	PGA Golf Management Final Experience	1
If you haven't passed PAT => Attempt Playing Ability Test (PAT)		
Credits		1
Total Credits		120

¹ See the General Education (<https://catalogs.nmsu.edu/nmsu/general-education-viewing-wider-world/>) section of the catalog for a full list of courses.

² MATH 1220G College Algebra is required for the degree but students may need to take any prerequisites needed to enter MATH 1220G first.

³ All Foundation Requirement Courses must be taken, or satisfied with transfer credits, regardless of which Mathematics or Statistics course satisfies the Area II General Education course: MATH 1220G College Algebra, MATH 1430G Applications of Calculus I, and either MATH 1350G Introduction to Statistics or A ST 311 Statistical Applications must be completed.

⁴ See the Viewing a Wider World (<https://catalogs.nmsu.edu/nmsu/general-education-viewing-wider-world/#viewingawiderworldtext>) section of the catalog for a full list of courses.