PGA Golf Management
Major in Marketing

800-

Advising notes:
* Courses in "BOLD" require a grade of "C" or better.
≥ MKTG 180, 280, 380, 480, and HORT 377 are offered only during Fall semesters.
≥ MKTG 181, 281, 381, and HORT 301 are offered only during Spring semesters.

Review Courses
Not required of all students. Not counted as degree credits toward graduation.

<table>
<thead>
<tr>
<th>Course</th>
<th>Grade</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>CCDE 105N</td>
<td></td>
<td>4 cr</td>
</tr>
<tr>
<td>CCDE 110N</td>
<td></td>
<td>4 cr</td>
</tr>
<tr>
<td>CCDM 103N</td>
<td></td>
<td>4 cr</td>
</tr>
<tr>
<td>CCDM 114N</td>
<td></td>
<td>4 cr</td>
</tr>
</tbody>
</table>

Common Core Requirements
Area I: Communications (10 credits)
A. "ENGL 111G or *111H or SPCD 111G" (4 cr)
B. "ENGL 203G or *218G" (3 cr)
C. "COMM 265G or 253G or HORT 265G or AXED 201G" (3 cr)

Area II: Mathematics (3 credits)
Business students will satisfy this requirement by completing the following.
* "MATH 121, *142G; *STAT/EST 251" (3 cr)

Area III: Laboratory Sciences (8 credits)
AGRO/HORT 100G; ANTH 130G/L; ASTR 105G, 110G; BIOL 101G/L, 110G/L or 211G/L; CHEM 110G, 111/111L, 112/112L; ES 110; GEOG 111G; GEOL 111G, 212; HNFS 263G; HORT 205G, 219G; PHYS 110G, 120, 211/211L, 212/212L, 215/215L, 216/216L, 221/221L, 222/222L (4 cr)

Area IV: Social and Behavioral Sciences (6-9 credits)
Business students will complete ECON 251G & 252G and up to one additional course. PSY201G is strongly recommended.

Area V: Humanities and Fine Arts (6-9 credits)
Select two or three courses so that credits from Areas IV and V total 15.

Viewing a Wider World
Take 6 credits at 300- or 400-level from courses designated as VWW; 3 credits from each of two separate colleges outside College of Business. See current undergraduate catalog for a listing of approved courses.

<table>
<thead>
<tr>
<th>Course</th>
<th>Grade</th>
<th>Credits</th>
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</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>3 cr</td>
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<tr>
<td></td>
<td></td>
<td>3 cr</td>
</tr>
</tbody>
</table>

Other College Requirements (15 credits)
*ENGL 203 or *218 (3 cr)
*MATH 120 (3 cr)
*MATH 121 (3 cr)
*MATH 142G (3 cr)
*STAT/EST 251 or EST 311G (3 cr)

HRTM/Horticulture Requirements (10 credits)
HORT 301 (3 cr)
HORT 377 or HORT 401 (4 cr)
HRTM 362 or HRTM 450 (3 cr)

Courses in the College of Business
Lower Division Core Courses (18 credits)
ACCT 251 (3 cr)
ACCT 252 (3 cr)
BCIS/CS 110G or HON 111G (3 cr)
*MUSA 111 (3 cr)
ECON 251G (3 cr)
ECON 252G (3 cr)

Upper Division Core Courses (27 credits)
*BCIS 338 (3 cr)
BLAW 313 (3 cr)
*FIN 341 (3 cr)
MGT 309 (3 cr)
*MGT 344 or MGT 470 or *BCIS 485 (3 cr)
*MKTG 303 (3 cr)
*Upper division elective in ECON/EST (3 cr)
*Upper division elective in Business (3 cr)
*MUSA 421 (3 cr)

Major Course Requirements (30 credits)
*MKTG 180 (3 cr)
*MKTG 181 (1.5 cr)
*MKTG 280 (1.5 cr)
*MKTG 281 (1.5 cr)
*MKTG 310 (3 cr)
*MKTG 311 (3 cr)
*MKTG 380 (1.5 cr)
*MKTG 381 (1.5 cr)
*MKTG 480 (1.5 cr)
*MKTG 481 (3 cr)

Upper division electives in MKTG
*MKTG (3 cr)
*MKTG (3 cr)
*MKTG (3 cr)

General Electives
Students must complete additional credits to bring total degree credits to a minimum of 128, upper division credits to 48, and credits outside the College of Business to 64. Up to 9 credits of economics and up to 6 credits of statistics may be counted as credit outside the College of Business.

Electives Outside CB (3 cr)
Electives in CB (3 cr)

Updated: 7/28/2008
Students must apply separately to the PGA Golf Management Program for acceptance. Acceptance is limited to the Fall of every year.

<table>
<thead>
<tr>
<th>FRESHMAN 1 (FALL)</th>
<th>FRESHMAN 2 (SPRING)</th>
<th>SOPHOMORE 1 (FALL)</th>
<th>SOPHOMORE 2 (SPRING)</th>
</tr>
</thead>
<tbody>
<tr>
<td>*MATH 120</td>
<td>*MATH 121</td>
<td>Area II: Mathematics</td>
<td>*STAT/EST 251 or EST 311G</td>
</tr>
<tr>
<td>3 CREDITS</td>
<td>3 CREDITS</td>
<td>*MATH 142G</td>
<td>3 CREDITS</td>
</tr>
<tr>
<td>BCIS/CS 110G</td>
<td>*BUS 111</td>
<td>Area IV: Social/Behavioral Sciences</td>
<td>Area IV: Social/Behavioral Sciences</td>
</tr>
<tr>
<td>3 CREDITS</td>
<td>3 CREDITS</td>
<td>ACCT 251G</td>
<td>ACCT 252</td>
</tr>
<tr>
<td>*ENGL 111G or 111H or SPCD 111</td>
<td>Area I: Communications</td>
<td>COMM 265G or 253G or HON265G or AXED 201G</td>
<td>ACCT 251G</td>
</tr>
<tr>
<td>4 CREDITS</td>
<td>See other side for options.</td>
<td>3 CREDITS</td>
<td>Area I: Communications</td>
</tr>
<tr>
<td><em>MKTG 180</em></td>
<td>Area V: Humanities/Fine Arts</td>
<td>Area I: Communications</td>
<td>Area IV: Social/Behavioral Sciences</td>
</tr>
<tr>
<td>3 CREDITS</td>
<td>See other side for options.</td>
<td>*ENGL 203G or *ENGL 218G</td>
<td>Area III: Laboratory Sciences</td>
</tr>
<tr>
<td><em>MKTG 181</em></td>
<td>Area V: Humanities/Fine Arts</td>
<td>Area IV: Social/Behavioral Sciences or Area V: Humanities/Fine Arts</td>
<td>See other side for options.</td>
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<tr>
<td>1.5 CREDITS</td>
<td>Area III: Laboratory Sciences</td>
<td>*PSY 201 recommended for Business students.</td>
<td><em>MKTG 281</em></td>
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<tr>
<td><em>MKTG 180</em></td>
<td>Area V: Humanities/Fine Arts</td>
<td>Area IV: Social/Behavioral Sciences</td>
<td>1.5 CREDITS</td>
</tr>
<tr>
<td>1.5 CREDITS</td>
<td>See other side for options.</td>
<td>or Area V: Humanities/Fine Arts</td>
<td><em>MKTG 280</em></td>
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</table>

Total Credits = 16
Total Credits = 17.5
Total Credits = 16.5
Total Credits = 14.5

Lower-division requirements must be substantially completed before the student is permitted to take upper-division courses (numbered 300 or above) offered by the College of Business.

<table>
<thead>
<tr>
<th>JUNIOR 1 (FALL)</th>
<th>JUNIOR 2 (SPRING)</th>
<th>SENIOR 1 (FALL)</th>
<th>SENIOR 2 (SPRING)</th>
</tr>
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<tbody>
<tr>
<td><em>MKTG 380</em></td>
<td><em>MKTG 381</em></td>
<td><em>MKTG 480</em></td>
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<td>1.5 CREDITS</td>
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<tr>
<td>*MKTG 310</td>
<td>MKTG 311</td>
<td>HRTM 450</td>
<td>*Upper division elective in MKTG</td>
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<tr>
<td>3 CREDITS</td>
<td>3 CREDITS</td>
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<tr>
<td>HORT 377*</td>
<td>HORT 301*</td>
<td>*Upper division elective in MKTG</td>
<td>*BUS 421</td>
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<td>4 CREDITS</td>
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<td>3 CREDITS</td>
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<tr>
<td>MGT 309</td>
<td>*FIN 341</td>
<td>Viewing a Wider World</td>
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<tr>
<td>3 CREDITS</td>
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<td></td>
<td>3 CREDITS</td>
</tr>
</tbody>
</table>

Total Credits = 17.5
Total Credits = 16.5
Total Credits = 16.5
Total Credits = 15

ADVISING NOTES:
- Courses in "BOLD" require a grade of "C" or better for all majors. ECON and INTB majors also require a "C" or better in ECON 251G and 252G, MATH 142G, and STAT/EST 251 or EST 311G.
- Courses prefixed by * indicate prerequisites are required. Students are responsible for checking and fulfilling course prerequisites listed in the undergraduate catalog.
- EST 311G will not satisfy requirements calling for an upper division Business or EST course.
- Δ: MKTG 180, 280, 380, 480, and HORT 377 are offered only during Fall semesters. MKTG 181, 281, 381, and HORT 301 are offered only during Spring semesters.