PGA® Golf Management
Major in Marketing

Bachelor of Business Administration
2012-2013 Catalog (valid through Spring 2018)

**REVIEW COURSES**
Not required of all students. Not counted as degree credits toward graduation.

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Credits</th>
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<tbody>
<tr>
<td>CCDE 105N</td>
<td>4</td>
</tr>
<tr>
<td>CCDE 110N</td>
<td>4</td>
</tr>
<tr>
<td>CCM 103N</td>
<td>4</td>
</tr>
<tr>
<td>CCM 114N</td>
<td>4</td>
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**COMMON CORE REQUIREMENTS**

**Area I: Communications (10 credits)**

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<thead>
<tr>
<th>Course Code</th>
<th>Credits</th>
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<tbody>
<tr>
<td>*ENGL 111G or *ENGL 211H or SPED 111G</td>
<td>4</td>
</tr>
<tr>
<td>*ENGL 203G</td>
<td>3</td>
</tr>
<tr>
<td>COMM 265G or COMM 253G or *HON 265G or AXED 201G</td>
<td>3</td>
</tr>
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</table>

**Area II: Mathematics (3 credits)**

Area II: Mathematics is required for the major. Business students will satisfy this requirement by completing the mathematics requirements for the major.

**Area III: Laboratory Sciences (8 credits)**

Most Area III courses require an associated lab section to be completed in addition to the main class section.

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<tr>
<th>Course Code</th>
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**Area IV: Social and Behavioral Sciences (6 credits)**

Business students will complete ECON 251G & 252G as part of major requirements.

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<tr>
<th>Course Code</th>
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**Area V: Humanities and Fine Arts (6 credits)**

Select two or three courses so that credits from Areas IV and V total 15.

<table>
<thead>
<tr>
<th>Course Code</th>
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</table>

**Areas IV & V: Social/Behavioral Sciences & Humanities/Fine Arts (3 credits)**

Select one additional course from among Areas IV and V. PSY 201G strongly recommended.  
<table>
<thead>
<tr>
<th>Course Code</th>
<th>Credits</th>
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</thead>
<tbody>
<tr>
<td>PSY 201G</td>
<td>3</td>
</tr>
</tbody>
</table>
### FRESHMAN 1 (FALL)

- **MATH 120** 3 CREDITS
- BCIS/CS 110 or *HON 111 3 CREDITS
- Area I: Communications 3 CREDITS
- **ENGL 111G** or *111H or SPCD 111G 4 CREDITS
- Area V: Humanities/Fine Arts 3 CREDITS
- *MKTG 180 3 CREDITS
- **TOTAL CREDITS = 16**

### FRESHMAN 2 (SPRING)

- **MATH 121G** 3 CREDITS
- BUSA 111 3 CREDITS
- COMM 265G or 253G or *HON265G or AXED 201G 3 CREDITS
- Area I: Communications 3 CREDITS
- Area III: Laboratory Sciences 4 CREDITS
- *MKTG 181 3 CREDITS
- **TOTAL CREDITS = 16**

### SOPHOMORE 1 (FALL)

- **MATH 142G** 3 CREDITS
- Area IV: Social/Behavioral Sciences 3 CREDITS
- ECON 251G 3 CREDITS
- ACCT 251 3 CREDITS
- Area I: Communications 3 CREDITS
- **ENGL 203G** 3 CREDITS
- PSY 201G 3 CREDITS
- *MKTG 280 3 CREDITS
- **TOTAL CREDITS = 18**

### SOPHOMORE 2 (SPRING)

- **STAT/AST 251G or AST 311** 3 CREDITS
- Area IV: Social/Behavioral Sciences 3 CREDITS
- ECON 252G 3 CREDITS
- ACCT 252 3 CREDITS
- Area III: Laboratory Sciences 4 CREDITS
- See other side for options.
- *MKTG 281 3 CREDITS
- **TOTAL CREDITS = 17.5**

### JUNIOR 1 (FALL)

- **MKTG 380** 3 CREDITS
- Upper division elective in MKTG 3 CREDITS
- HORT 377 3 CREDITS
- *BCIS 338 3 CREDITS
- MKTG 303 3 CREDITS
- MGT 309 3 CREDITS
- **TOTAL CREDITS = 17.5**

### JUNIOR 2 (SPRING)

- **MKTG 381** 3 CREDITS
- *MKTG 310 3 CREDITS
- MKTG 313 3 CREDITS
- BLAW 316 3 CREDITS
- *FIN 341 3 CREDITS
- **TOTAL CREDITS = 13.5**

### SENIOR 1 (FALL)

- **MKTG 480** 3 CREDITS
- HRTM 420 3 CREDITS
- Upper division elective in MKTG 3 CREDITS
- *MKTG 449 3 CREDITS
- Upper division elective in Business 3 CREDITS
- **TOTAL CREDITS = 16.5**

### SENIOR 2 (SPRING)

- **MKTG 481** 3 CREDITS
- Upper division elective in MKTG 3 CREDITS
- Upper division elective in Business 3 CREDITS
- Viewing a Wider World 3 CREDITS
- **TOTAL CREDITS = 15**

### OTHER NOTES

- Students must apply separately to the PGA® Golf Management Program for acceptance. Acceptance is limited to the fall of every year.
- Courses in **BOLD** require a grade of "C" or better for this major.
  - Not Freshman-Friendly: Courses marked with 1 are not recommended for freshman enrollment unless the student qualifies for Honors placement.
  - Prerequisites: Courses prefixed by * indicate prerequisites are required. Students are responsible for checking and fulfilling course prerequisites listed in the undergraduate catalog.
  - **AST 311** will not satisfy requirements calling for an upper division Business or AST course.

### SEASONAL COURSES IN YOUR MAJOR

- Some courses are offered seasonally (only during particular semesters). Always plan accordingly.
- Fall: The following courses are typically only offered during fall semesters.
  - HORT 377
  - MKTG 180
  - MKTG 280
  - MKTG 310 [delivered online]
  - MKTG 380
  - MKTG 454
  - MKTG 480
  - MKTG 489 [delivered face-to-face]
- Spring: The following courses are typically only offered during spring semesters.
  - MKTG 181
  - MKTG 281
  - MKTG 310 [delivered face-to-face]
  - MKTG 381
  - MKTG 457
  - MKTG 459 [delivered online]

Please note that MKTG 489 is never offered (either online or face-to-face) during summer sessions.