

CAMPBELL UNIVERSITY



Lundy-Fetterman School of Business

Professional Golf Management (PGM)

1-800-334-4111 www.campbell.edu

For more information about the program contact:

The Administrative Assistant

1-800-334-4111, ext. 4746 • 910-814-4746

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The Campbell Resources

Our students play and learn on Keith Hills Country Club, one of the most beautiful and challenging facilities in the Carolinas. The 6703 yard, par 72, Ellis Maples-designed Keith Hills I layout is consistently recognized by top golf publications. Carolinas Magazine ranked Keith Hills CC as the #7 Public Course in the Carolinas. It was recently ranked a "Top 100 Value" by Golf Digest.

The 6860 yard, par 72, Dan Maples-designed Keith Hills II is destined to be one of the areas finest layouts. Because of its proximity to the Cape Fear River, the courses features many holes sculpted between the marsh, wetlands, and rugged terrain adjacent to the banks of the river. The courses at Keith Hills feature bent-grass greens, 419 Tifton Hybrid Bermuda tees, fairways, and rough, rolling terrain and numerous holes among the region's most demanding.

The Keith Hills Practice Facility is home of Campbell University's PGM Program and golf teams. This 32-acre Dan Maples designed practice facility is one of the largest in North Carolina. It features eight target greens, two large teeing areas, two sand bunkers, two pitching and chipping greens, and five putting greens.

The PGM Club Repair Center is adjacent to the practice facility. It is a comprehensive repair center where students may work on their clubs. Re-gripping, re-shafting, and adjusting loft and lie, are just a few of the repairs that may be completed in the center. The clubhouse of Keith Hills C.C. has a fully stocked pro shop, snack bar, lounge, and an indoor hitting area.

The 76,000 square-foot Lundy-Fetterman School of Business Building is equipped with 10 tiered and conventional classrooms, an auditorium, student lounge, business library, computer center, museum, board room, faculty offices, breakout rooms, and much more. Business administration courses are taught in this \$12,000,000 plus state-of-the-art building.

The Campbell Program

Professional Golf Management (PGM) is a major offered through Campbell University's widely respected Lundy-Fetterman School of Business and its Department of Business Administration and Economics. Our innovative four and one-half-year program offers you a valuable Bachelor of Business Administration (BBA) degree and sixteen months of practical work experience in the golf industry. PGM students at Campbell University pursue their passion for golf while receiving a career-oriented education.

At Campbell, you'll begin taking golf-related courses from your first semester. The materials and objectives for these courses come directly from the Professional Golfer's Association of America (PGA) and its Professional Golf Management Program. Classes, workshops, guest

speakers, and self-study courses will cover everything from tournament operations to club fitting... teaching techniques to golf car repair... customer relations to golf merchandising. PGM students will progress through Level 3 of the three-level PGA education program. Students are required to pass the PGM Checkpoints conducted on campus by the PGA. These checkpoints will test the PGM student's knowledge of materials they have been exposed to in the Campbell University PGM Curriculum, co-op work experiences, PGM seminars, and PGM self-study courses.

You'll enhance your golf knowledge with sixteen months of internship under the supervision of a PGA Member. Due to the seasonality of the golf industry, students will complete three internships during the different golf seasons.

Upon completion of the Campbell University PGM Program, graduates will seek membership in the PGA.

The Campbell Approach

Your golf curriculum instructors are Class A PGA professionals with substantial experience in teaching, managing, and playing at the professional levels. The Class A professionals will not only provide unlimited golf instruction to PGM students, but also will play golf with the students at Keith Hills and on program-sponsored golf field trips.

Your business courses will be taught by the highly regarded School of Business faculty members. Over 80% of faculty have terminal degrees in their field. Class size in your major will average only about thirty (30) students each. Classroom instruction will be supplemented by a variety of field trips, seminars, workshops, simulations, visiting speakers, computer-aided instruction, and the internships.

The Campbell Student

Our program is designed to attract the serious, passionate golfer. **You will need to demonstrate incoming playing proficiency by submitting a verified golf handicap of eight (8) or better for men and twelve (12) or better for women.** Campbell University will accept a copy of your state or club handicap card verified by the signature of your PGA Professional or golf coach. PGM students must pass the PGA Playing Ability Test (PAT) and progress through the PGM checkpoints in order to remain in the program.

The Campbell Advantage

Whether you plan to manage, merchandise, play, or teach golf as a career, our Professional Golf Management major will help prepare you for a variety of employment opportunities in the golf industry, or further graduate studies in related business fields.

Seventeen universities and colleges offer the Professional Golf Management major. Campbell University offers you a program that is exceptionally strong and unique, because...

- Our innovative curriculum offers a valuable BBA degree and vast practical work experience...
- Our golf classes expose students to all PGM course materials prior to the on-campus PGA Seminars and Checkpoint Tests...
- **Our 3/2 Program Option**
Undergraduate students majoring in Professional Golf Management may apply for admission to the Graduate Program in Business at the end of their junior year...
- Our sincere, dedicated, and friendly faculty is committed to your success...
- Our university-owned 36-hole golf and practice facilities are second-to-none...
- Our student body represents diverse cultural, socio-economic, and religious backgrounds...
- And our distinctive dedication to quality liberal arts education is distinguished by the Christian mission of the University.

Interested?

Call us today and ask for your informational materials about Campbell's:

Academics
Advantages
Campus Visits
Career Services
Community
"Creek" Life
Financial Aid
International Admissions
Outcomes
Residence Life
Value

Admissions Office
 Campbell University
1-800-334-4111

International: 01-910-893-1415
www.campbell.edu

Consider us. Visit us. Call us today.

Curriculum Outline

Professional Golf Management

CAMPBELL

UNIVERSITY

Freshman Year

SEMESTER 1			SEMESTER 2		
		HRS			HRS
COMPOSITION I	ENGL 101	3	COMPOSITION II	ENGL 102	3
WESTERN CIV 1	HIST 111	3	WESTERN CIV II	HIST 112	3
COLLEGE ALGEBRA	MATH 111	3	STATISTICS	MATH 160	3
INTRO TO GOLF MANG	PGM 150	3	TOURN, OPER, & RULES	PGM 155	2
PLAYER DEVELOPMENT	PGM 170	0.5	PLAYER DEVELOPMENT	PGM 170	0.5
CU WORSHIP	CUW 100	0.5	CU WORSHIP	CUW 100	0.5
NEW STUDENT FORUM	BADM 100	1			
SUMMER					
GOLF INTERNSHIP I	PGM 190	1			

Sophomore Year

SEMESTER 7			SEMESTER 8		
		HRS			HRS
PRIN OF ACCOUNT	ACCT 213	3	ART, MUSIC, & THEATRE	131	3
BUSINESS LAW	BADM 221	3	INTRO TO COMPUTERS	CIS 125	3
INTRO TO CHRISTIAN	RELG 125	3	ECONOMIC THINKING	ECON 200	3
SCIENCE ELECTIVE		4	ENGLISH ELECTIVE	ENGL	3
GOLF CLUB DES & REPAIR	PGM 160	2	FACILITY OPER	PGM 165	2
PLAYER DEVELOPMENT	PGM 170	0.5	PLAYER DEVELOPEMENT	PGM 170	0.5
CU WORSHIP	CUW 200	0.5	CU WORSHIP	CUW 200	0.5
SUMMER					
GOLF INTERNSHIP 2	(6 MONTHS)				

Junior Year

SEMESTER 5			SEMESTER 6		
		HRS			HRS
GOLF INTERNSHIP2	PGM 290	3	MANAGMENT	BADM 331	3
NAT GOVT (ON-LINE)	GOVT 229	3	MARKETING	BADM 313	3
			RELIGION ELECTIVE		3
			TURFGRASS MANG	PGM 250	2
			SWING CONCEPT	PGM 255	2
			GOLF SHOP OPERATIONS	PGM 260	2
			INSTRUCTOR DEVELOPMENT	PGM 270	0.5
SUMMER					
GOLF INTERNSHIP 3	(7 MONTHS)				

Senior Year

SEMESTER 7			SEMESTER 8		
		HRS			HRS
GOLF INTERNSHIP 3	PGM 390	3	RETAIL MANAGEMENT	BADM 441	3
BUS COMM (ON-LINE)	BADM 336	3	PRO SELLING	BADM 570	3
			LIFETIME WELLENES	PE 185	2
			ENGLISH ELECTIVE	ENGL	2
			FOOD & BEVERAGE MGMT	PGM 350	2
			PGM SPECIAL TOPICS	PGM 355	2
			INSTRUCTOR DEVELOPMENT	PGM 270	0.5
SUMMER					

HUMAN RESOURCE MGMT	BADM 332	3
ELECTIVE		3
GENERAL PSYCHOLOGY	PSYC 222	3
GOLF CASES & PROBLEMS	PGM 450	2
INSTRUCTOR DEVELOPMENT	PGM 270	0.5

Fifth Year

SEMESTER 9		
		HRS
PHILOSOPHY OF BUSINESS	BADM 300	3
FINANCIAL PLANNING	BADM 320	3
SCIENCE ELECTIVE		4
ELECTIVE		3
ELECTIVE		3
ELECTIVE		3
INSTRUCTOR DEVELOPEMENT	PGM 270	0.5