

LUNDY-FETTERMAN SCHOOL OF BUSINESS  
**PGA GOLF MANAGEMENT**  
1-800-334-4111 • WWW.CAMPBELL.EDU

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## THE CAMPBELL PROGRAM

PGA Golf Management (PGM) is a major offered through Campbell University's widely respected Lundy-Fetterman School of Business. Our innovative four and one-half year program offers you a valuable Bachelor of Business Administration (BBA) degree and 16 months of practical work experience in the golf industry. PGA Golf Management students pursue their passion for golf while also receiving a career-oriented education.

At Campbell, students begin taking golf-related courses their 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 (PGM) program. Classes, workshops, seminars and guest speakers will cover everything from tournament operations to club fitting, teaching techniques to golf car fleet management and customer relations to golf merchandising.

Students will progress through Level 3 of the three-level PGA education program. Students are required to pass end-of-course tests conducted by the PGA. These assessments test the PGM student's knowledge of materials they have been exposed to in the Campbell University PGA Golf Management curriculum, internship work experiences and PGM seminars.

Students will enhance their golf knowledge and experience with sixteen months of internship under the supervision of a PGA member. Due to the seasonality of the golf industry, students are required to complete three internships during the different golf seasons. Hundreds of internship opportunities are available for our students at some of the most prestigious golf facilities in the nation including Pebble Beach, Brandon Dunes Golf Resort, Medinah Country Club, TPC Sawgrass and Sebonack Golf Club

Students also gain practical skills and experience by completing a practicum at the university-owned golf facility. Students apply a "best practice" philosophy while experiencing managerial responsibilities in all facets of the operation. The PGA Golf Management faculty provide daily supervision and evaluation of the students.

Upon completion of the PGA Golf Management Program, graduates are eligible for membership in the PGA.

## THE CAMPBELL APPROACH

Golf curriculum instructors are Class-A PGA professionals with substantial experience in teaching, managing and playing at the professional level. The Class-A professionals will not only provide unlimited golf instruction to students, but also will play golf with the students at Keith Hills Golf Club and away from campus at program-sponsored events.

Business courses are taught by the highly regarded Lundy-Fetterman School of Business faculty members, over 75% of whom have terminal degrees in the field. Class size in your major will average only about 30 students each. Classroom instruction will be supplemented by a variety of field trips, seminars, workshops, simulations, visiting speakers, computer-aided instruction and internships.

## THE CAMPBELL STUDENT

Our program is designed to attract passionate golfers. Incoming students will need to demonstrate playing proficiency by submitting a verified golf handicap of 12 or better. Campbell University will accept a copy of students' state or club handicap card verified by the signature of their PGA professional or golf coach. Golf Management students must pass the PGA Playing Ability Test (PAT) and maintain acceptable progress through checkpoint testing in order to remain in the program.

## THE CAMPBELL RESOURCES

Our students play and learn on one of the most beautiful and challenging facilities in the Carolinas - Keith Hills Golf Club. This 27-hole facility is owned by Campbell University and managed by the faculty and students of the PGA Golf Management Program.

The original course (Orange & Black) was designed by Ellis Maples and opened for play in 1974. The 6,625 yard, par 72 layout is consistently ranked by top golf publications. Carolinas Magazine ranked the course as the #7 Public Course in the Carolinas and it was recently ranked a "Top 100 Value" by Golf Digest.

The 3,309 yard White Course was designed by Dan Maples and it opened for play in 2001. The opening holes are influenced by the surrounding marshland and the nine ends with the links-inspired finishing holes. Keith Hills Golf Club features bent-grass greens, bermuda-grass tees, fairways, rough, rolling terrain and numerous holes among the region's most demanding.

The Keith Hills Practice Facility is home of Campbell University's PGA Golf Management Program and Division 1 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, three bunkers, two pitching and chipping greens and five putting greens.

The Indoor Studio is adjacent to the practice facility. It includes a comprehensive club repair center where students may work on their clubs. Re-gripping, re-shafting, as well as adjusting loft and lie are just a few of the repairs that may be completed in the center. An indoor hitting bay offers the latest instructional technology in a controlled learning environment geared toward individual player development.

The clubhouse at Keith Hills has a fully stocked pro shop, snack bar, lounge and locker rooms. The majority of PGA Golf Management student's classes take place in the Lundy-Fetterman School of Business. It is equipped with 12-tiered and conventional classrooms, an auditorium student lounge, business library, computer center, museum, board room, faculty offices, breakout rooms and many more accommodating features.

# CURRICULUM OUTLINE

## PGA Golf Management

### FRESHMAN YEAR

SEMESTER 1			SEMESTER 2		
		HRS			HRS
ENGLISH COMP I	ENGL 101	3	ENGLISH COMP II	ENGL 102	3
WESTERN CIV I	HIST 111	3	WESTERN CIV II	HIST 112	3
COLLEGE ALGEBRA	MATH 111	3	STATISTICS	MATH 160	3
LIFETIME WELLNESS	PE 185	2	CUSTOMER RELATIONS	PGM 125	1
GOLF MANAGEMENT	PGM 100	2	TOURNAMENT OPERATIONS	PGM 140	1
PLAYER DEVELOPMENT	PGM 170	0.5	INTRODUCTION TO TEACHING	PGM 130	2
NEW STUDENT FORUM	BADM 100	1	GOLF FITNESS	PGM 175	0.5
CU WORSHIP	CUW 100	0.5	CU WORSHIP	CUW 100	0.5

### FRESHMAN SUMMER

GOLF INTERNSHIP I (3 MONTHS)	PGM 190	1
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### SOPHOMORE YEAR

SEMESTER 3			SEMESTER 4		
		HRS			HRS
PRIN OF ACCOUNTING I	ACCT 213	3	BUS INFO TECH	BADM 125	3
BUSINESS LAW I	BADM 221	3	BUSINESS COMM	BADM 336	3
INTRO TO CHRISTIANITY	RELG 125	3	ECONOMIC ELECTIVE	ECON 200	3
SCIENCE (W/LAB) ELECTIVE		4	SCIENCE (W/LAB) ELECTIVE		4
FACILITY OPERATIONS	PGM 165	2	INTERMEDIATE TEACHING	PGM 230	2
CU WORSHIP	CUW 200	0.5	CU WORSHIP	CUW 200	0.5

### SOPHOMORE SUMMER

GOLF INTERNSHIP (6 MONTHS)	PGM 190	3
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### JUNIOR YEAR

SEMESTER 5			SEMESTER 6		
		HRS			HRS
ENGLISH LITERATURE	ENGL LIT (ONLINE)	3	PHIL OF BUSINESS	BADM 300	3
INTERNSHIP II	PGM 290	3	PRIN OF MARKETING	BADM 313	3
			PRIN OF MANAGEMENT	BADM 331	3
			MERCHANDISING & INVENTORY	PGM 240	1
			TURFGRASS MANAGEMENT	PGM 250	2
			GOLF OPERATIONS	PGM 265	2

### JUNIOR SUMMER

GOLF INTERNSHIP (7 MONTHS)		
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### SENIOR YEAR

SEMESTER 7			SEMESTER 8		
		HRS			HRS
INTERNSHIP 3	PGM 390	3	RETAIL MANAGEMENT	BADM 441	3
GENERAL PSYCHOLOGY	PSYC 222	3	ENGLISH LITERATURE	ENGL LIT	3
			FINANCE ELECTIVE		3
			ADVANCED TEACHING	PGM 330	2
			GOLF FACILITIES HR	PGM 340	1
			FOOD & BEVERAGE MGMT	PGM 350	2
			PGM SPECIAL TOPICS	PGM 355	2

### SENIOR SUMMER

HR MANAGEMENT	BADM 332	3
RELIGION ELECTIVE	RELG	3
GOLF CASES & PROBLEMS	PGM 450	2
ELECTIVE		3

### SEMESTER 9

		HRS
ART/MUSIC/THEATRE	131	3
BADM (300+)	BADM 3__	3
BADM (300+)	BADM 3__	3
OPERATIONS PRACTICUM	PGM 490	3

**TOTAL HOURS 129**

\*Students whose native language is not English have the option of replacing the Foreign Language Electives and Foreign Language Literature course with additional Business and Political Science courses and an additional English Literature.

English Comp – Students with an SAT verbal score below 450 will be enrolled in ENGL 100; 450-699 students will be enrolled in ENGL 101; 700 and above with at least a “B” average in high school students will be enrolled in ENGL 102.

English Literature – The ENGL LIT requirement may be satisfied by completing any one of the following literature courses: ENGL 201, 202, 203, 204 or 205, or with a 300-level Foreign LANG LIT.

Science Elective – Can be chosen from any 4-hour science courses with a lab.

Electives – Any course can be used for an elective; however, PGM students wishing to apply for the 3/2 program should note prerequisites when planning elective courses.

### The Campbell Advantage

Whether you plan to manage, merchandise, play, or teach golf as a career, our PGA 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.

Twenty universities and colleges offer the PGA 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 PGA Seminars and Checkpoint Tests.
- Our 3/2 Program option allows undergraduate students majoring in PGA Golf Management to apply for admission to the Graduate Program in Business at the end of their junior year. By adding only one extra semester, students can graduate with both BBA and MBA degrees in just five years.
- Our sincere, dedicated, and friendly faculty is committed to your success.
- Our university-owned golf and practice facilities are second-to-none.
- Our outstanding private instruction in putting and swing analysis prepares you as a player and instructor.
- Campbell provides a distinctive dedication to a quality liberal arts education, free enterprise and our Christian Mission.
- The newly added Golf Fitness class will broaden a student's understanding of golf and fitness.

*The major requirements outlined within this brochure are intended as a guideline, and the curriculum outlines are only a sample. The most recent copy of the University's Undergraduate Studies Bulletin is the official source related to curriculum guidelines. It is the student's responsibility to consult with his/her academic adviser.*