

# MKTG-MARKETING (MKTG)

## MKTG 1111. Level 1, PGA's PGM Education Program (Part 1)

### 3 Credits (3)

Level 1 Part 1 of the PGA PGM Education Program. Introduction to the Policies and Procedures of the PGA Golf Mgt. Program and the PGA of America. Students will complete the PGA Qualifying Level, Facility Management 1A (Tournament Ops A, Rules of Golf B, and Career Enhancement B), and the corresponding Work Experience Activities. Additional course fee required.

### Learning Outcomes

1. Knows the career opportunities, challenges, and benefits of PGA.
2. Can distinguish significant differences between Teaching and Player Development and the Facility Operations Management pathways to PGA membership.
3. Understands the structure and requirements of the PGM Program.
4. Knows how to maintain acceptable progress.
5. Knows the courses at each level of the PGM Program.
6. Knows how to access resources that facilitate progress through the PGM Program.
7. Discuss how the PGA of America began and evolved and be familiar with key milestones in PGA history.
8. State the mission of the PGA of America and the structure of the PGA Constitution, Bylaws and Regulation.
9. Describe how the PGA of America is organized, including its Officers, Board of Directors, The Chief Executive Officer and headquarters staff. 1
10. Describe the role of Sections and Districts, the PGA Officers and Board of Directors, The Chief Executive Officer and headquarters staff. 1
11. Recognize the requirements for PGA Recognized Golf Facilities and employment definitions. 1
12. Describe the importance of the PGA of America's dedication to professionalism and ethical practices, what constitutes a Code of Ethics violation, and the procedures for processing Code of Ethics violations. 1
13. Identify eligibility requirements for apprentices and members, the rights of membership, the different membership classifications, how to maintain active status, and the process for appealing to the Board of Control on membership issues. 1
14. Review the organization of The Rules of Golf. 1
15. Understand proper etiquette of the game of golf. 1
16. Review the history and development of the Rules. 1
17. Understand how the Rules are maintained and changed. 1
18. Prepare a professional resume and cover letter for an employment interview.

## MKTG 1112. Level 1, PGA's PGM Education Program (Part 2)

### 3 Credits (3)

Level 1 Part 2 of the PGA PGM Education Program. This class will focus on Teaching and Coaching 1, the corresponding PGA Work Experience Activities, and PGA Teaching Seminars. Additional course fee required.

### Learning Outcomes

1. Know how students learn and process golf knowledge and skills, and identify the implications for teaching.
2. Know how to define and distinguish between learning and performance.

3. Understand how juniors learn golf knowledge and skills, and identify implications for teaching.
4. Conduct a physical evaluation of a junior golfer and create developmentally appropriate exercise and training programs.
5. Establish student/teacher relationships that promote greater student learning and enjoyment.
6. Develop a communication style that fits the student and increases instructional effectiveness.
7. Analyze student's instructional needs and set clear, purposeful learning and practice goals.
8. Know the format for an effective golf lesson.
9. Deliver effective explanations and demonstrations during a golf lesson. 1
10. Engage in self-assessment of teaching skills and competencies. 1
11. Recognize the appropriate clubhead path and clubface position information to improve a golfer's performance. 1
12. Conduct appropriate assessments to determine the short game skill level of the golfer. 1
13. Gain understanding of the short game elements to help lower scores and improve the player. 1
14. Define club performance terms and specifications, including lie angle and clubface angle or position, and describe their effect on ball flight and player performance: Define what information is require to properly assess a player's golf equipment. 1
15. Define club performance terms and specifications, including lie angle and clubface angle or position, and describe their effect on ball flight and player performance: Observe a player's swinging motion, ball flight, and equipment to evaluate the effectiveness of their equipment.

## MKTG 1210. Advertising

### 3 Credits (3)

A survey of currently available advertising media. A psychological approach to consumer persuasion; applied techniques in media selection, layout mechanics, production methods, and campaign structures.

**Prerequisite:** MKTG 2110.

### Learning Outcomes

1. Define advertising and the relevant application of psychology in delivering the message.
2. Explain the importance of various advertising media in the marketing mix.
3. Identify and explain the social, ethical and legal issues advertisers must consider.
4. Describe the significance of the marketing function in business.
5. Explain the importance of advertising and other marketing communication tools.
6. Demonstrate application of the planning process as it applies to marketing and advertising.
7. Describe the factors that are weighted when considering the use of radio and television in the creative advertising mix.
8. Describe the relationship between market segment, consumer behavior and selection of advertising campaign types.
9. List the alternative means of reaching a target market and the technical challenges of each.

## MKTG 1220. Small Business Marketing

### 3 Credits (3)

An overview of public relations principles, practices and purposes as applied to small business. Topics include basics of news release writing, media awareness, development and maintenance of a positive public image, branding, ethical marketing, and the relationships of public relations with advertising and marketing. Methods and practices used in small business are explored.

**Prerequisite/Corequisite:** MKTG 2110.

**Learning Outcomes**

1. Explain the importance of creating and sustaining a positive public awareness and image.
2. Identify public relations practices as they relate to the management and marketing processes.
3. Define branding and discuss its importance for small business.
4. Describe the value of business event management and promotion for small business.
5. Discuss how media relations, public relations, advertising and marketing efforts are interrelated and the importance of each.

**MKTG 180. Level 1, PGA's PGM Education Program (Part 1)**

**3 Credits (3)**

Level 1 Part 1 of the PGA PGM Education Program. Introduction to the Policies and Procedures of the PGA Golf Mgt. Program and the PGA of America. Students will complete the PGA Qualifying Level, Facility Management 1A (Tournament Ops A, Rules of Golf B, and Career Enhancement B), and the corresponding Work Experience Activities. Additional course fee required. Consent of Instructor required. Restricted to: MKTG majors.

**MKTG 181. Level 1, PGA's PGM Education Program (Part 2)**

**3 Credits (3)**

Level 1 Part 2 of the PGA PGM Education Program. This class will focus on Teaching and Coaching 1, the corresponding PGA Work Experience Activities, and PGA Teaching Seminars. Additional course fee required. Consent of Instructor required. Restricted to: MKTG majors.

**Learning Outcomes**

1. Know how students learn and process golf knowledge and skills, and identify the implications for teaching
2. Know how to define and distinguish between learning and performance
3. Understand how juniors learn golf knowledge and skills, and identify implications for teaching
4. Conduct a physical evaluation of a junior golfer and create developmentally appropriate exercise and training programs
5. Establish student/teacher relationships that promote greater student learning and enjoyment
6. Develop a communication style that fits the student and increases instructional effectiveness
7. Analyze student's instructional needs and set clear, purposeful learning and practice goals
8. Know the format for an effective golf lesson
9. Deliver effective explanations and demonstrations during a golf lesson 1
10. Engage in self-assessment of teaching skills and competencies 1
11. Recognize the appropriate clubhead path and clubface position information to improve a golfer's performance 1
12. Conduct appropriate assessments to determine the short game skill level of the golfer 1
13. Gain understanding of the short game elements to help lower scores and improve the player 1

14. Define club performance terms and specifications, including lie angle and clubface angle or position, and describe their effect on ball flight and player performance: Define what information is require to properly assess a player's golf equipment 1
15. Define club performance terms and specifications, including lie angle and clubface angle or position, and describe their effect on ball flight and player performance: Observe a player's swinging motion, ball flight, and equipment to evaluate the effectiveness of their equipment

**MKTG 2110. Principles of Marketing**

**3 Credits (3)**

Survey of modern marketing concepts and practices focusing on the marketing mix: product, pricing, promotion, and distribution strategies. Topics include: the marketing environment, consumer behavior, marketing research, target marketing, and the ethical and social responsibilities of marketers. May be repeated up to 6 credits.

**Prerequisite:** BUSA 1110.

**Learning Outcomes**

1. Describe the professional, ethical, and social responsibilities of marketers.
2. Explain the role of the product in the marketing mix, including the product life cycle, the relevance of product innovation, and product classifications.
3. Illustrate the role of promotion in the marketing mix, including the communication process and the promotional mix.
4. Explain the role of price in the marketing mix, including pricing objectives, pricing policies, and pricing methods.
5. Describe the operation of channels of distribution and supply chains, including functions of intermediaries and degrees of coverage.
6. Define the concepts of target markets and market segmentation with respect to elements of the marketing mix.
7. Explain the importance of market research and information systems in supporting marketing decision making.
8. Describe the dynamic environment(s) in which marketing decisions must be made.

**MKTG 2111. Level 1, PGA's PGM Education Program (Part 3)**

**3 Credits (3)**

Level 1 Part 3 of the PGA PGM Education Program. This class will focus on Facility Management 1B (Business Planning A, Customer Relations A, Golf Car A, Merchandising A, Turfgrass A), Level 1 Checkpoint Exams, and the corresponding PGA Work Experience Activities. Students will also be required to provide an internship evaluation report. Additional course fee required.

**Learning Outcomes**

1. Understand the PGA Business Planning Model.
2. Use case studies to apply business planning concepts.
3. Define the business at the facility in terms of vision, core values, facility characteristics, and mission.
4. Assess the current state of the business by conducting a SWOT analysis.
5. Develop appropriate business goals and objectives.
6. Develop strategies to achieve goals and objectives.
7. Analyze financial history to create a financial forecast and operating budget.
8. Monitor performance and make necessary modifications to the plan.
9. Utilize the PGA PGM Work Experience Portfolio to display relevant training and experience. 1

10. Describe the golf industry job market and the knowledge and skills required to succeed. 1
  11. Access PGA employment resources and participate in professional growth and development. 1
  12. Utilize negotiation strategies for a compensation package. 1
  13. Understand the major components of an employment agreement or contract. 1
  14. Understand the business value of customer relations. 1
  15. Describe the components of the PGA Customer Relations Model. 1
  16. Utilize the four Interaction Strategies in a variety of routine and challenging customer situations. 1
  17. Utilize the seven Interpersonal Skills in a variety of routine and challenging customer situations. 1
  18. Initiate the PGA Experience using a systematic engagement routine. 1
  19. Understand the importance of the golf car to the customer, the golf professional, and the facility. 2
  20. Know the characteristics of a well-managed golf car fleet. 2
  21. Utilize policies and procedures necessary for the operation of a safe and efficient golf car program. 2
  22. Evaluate the components and potential benefits of an effective maintenance program and a proper storage facility. 2
  23. Determine golf car needs in order to acquire a fleet that supports the facility's mission, customers, and physical characteristics. 2
  24. Project fleet revenue, costs, and profit, and identify how budgeting changes impact the bottom line. 2
  25. Evaluate the advantages and disadvantages of lease-purchase options. 2
  26. Determine optimal rental fees. 2
  27. Define key terms used in the Rules of Golf. 2
  28. Locate and apply Rules to frequently encountered situations. 2
  29. Encourage the use of the Rules and etiquette at your facility. 3
  30. Understand how to define, assess, and develop tournament business at a facility. 3
  31. Identify and define a tournament's purpose to develop an event that meets the needs of the customer and the facility. 3
  32. Know how golf courses and facilities prepare for an event. 3
  33. Define staff requirements for tournament operations. 3
  34. Understand and communicate tasks required for tournament execution. 3
  35. Manage situations and make rulings during events. 3
  36. Review tournaments and suggest improvements for future events.
6. Analyze student's instructional needs and set clear, purposeful learning and practice goals.
  7. Deliver effective explanations and demonstrations during a golf lesson.
  8. Engage in self-assessment of teaching skills and competencies.
  9. Recognize and apply the appropriate clubhead path and clubface position information to improve a golfer's performance. 1
  10. Conduct appropriate assessments to determine the skill level of the golfer. 1
  11. Demonstrate basic knowledge of anatomy and physiology, and conduct a physical observation to identify movement capabilities and limitations that may affect a golfer's performance. 1
  12. Define club performance terms and specifications, and describe their effect on ball flight and player performance.

### **MKTG 2220. Digital Marketing**

#### **3 Credits (3)**

This course focuses on planning to create and market a website. Internal marketing topics such as registering with search engines, increasing traffic, segmenting and targeting markets, establishing an online presence, developing a marketing plan and reshaping business for the Web market are covered.

**Prerequisite:** MKTG 2110.

#### **Learning Outcomes**

1. Describe how search engines work. (Use knowledge to make recommendations to a website on how it can improve its organic search rankings - perform search engine optimization).
2. Describe the various methods of online display advertising.
3. Determine the appropriate key performance indicators (KPIs) for any type of website.
4. Describe and implement best practices in marketing to a database of current and potential customers via email.
5. Utilize knowledge of social media tactics to design an effective social media campaign.
6. Implement online reputation management tactics to improve the online reputation of a brand.
7. Develop and present a digital marketing plan for a small, local business.

### **MKTG 280. Level 1, PGA's PGM Education Program (Part 3)**

#### **3 Credits (3)**

Level 1 Part 3 of the PGA PGM Education Program. This class will focus on Facility Management 1B (Business Planning A, Customer Relations A, Golf Car A, Merchandising A, Turfgrass A), Level 1 Checkpoint Exams, and the corresponding PGA Work Experience Activities. Students will also be required to provide an internship evaluation report. Additional course fee required. Consent of Instructor required. Restricted to: MKTG majors.

### **MKTG 281. Level 2, PGA's PGM Education Program (Part 1)**

#### **3 Credits (3)**

Level 2 Part 1 of the PGA PGM Education Program. This class will focus on Teaching and Coaching 2, Teaching and Coaching Seminars, and the corresponding PGA Work Experience Activities. Additional course fee required. Consent of Instructor required. Restricted to: MKTG majors.

#### **Learning Outcomes**

1. Explain how students learn golf knowledge and skills, and identify the implications for teaching
2. Explain how students process information when learning golf skills
3. Identify and explain the principles of effective practice

### **MKTG 2112. Level 2, PGA's PGM Education Program (Part 1)**

#### **3 Credits (3)**

Level 2 Part 1 of the PGA PGM Education Program. This class will focus on Teaching and Coaching 2, Teaching and Coaching Seminars, and the corresponding PGA Work Experience Activities. Additional course fee required.

#### **Learning Outcomes**

1. Explain how students learn golf knowledge and skills, and identify the implications for teaching.
2. Explain how students process information when learning golf skills.
3. Identify and explain the principles of effective practice.
4. Explain how juniors learn golf knowledge and skills, and identify the implications for teaching.
5. Structure an effective golf lesson.

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5. Structure an effective golf lesson
6. Analyze student's instructional needs and set clear, purposeful learning and practice goals
7. Deliver effective explanations and demonstrations during a golf lesson
8. Engage in self-assessment of teaching skills and competencies
9. Recognize and apply the appropriate clubhead path and clubface position information to improve a golfer's performance 1
10. Conduct appropriate assessments to determine the skill level of the golfer 1
11. Demonstrate basic knowledge of anatomy and physiology, and conduct a physical observation to identify movement capabilities and limitations that may affect a golfer's performance 1
12. Define club performance terms and specifications, and describe their effect on ball flight and player performance