

MARKETING (PGA GOLF MANAGEMENT) - BACHELOR OF BUSINESS ADMINISTRATION

Students must complete all University degree requirements, which include: General Education requirements, Viewing a Wider World requirements, and elective credits to total at least 120.5 credits with 58.5 credits in courses numbered 300 or above. Developmental coursework will not count towards the degree requirements and/or elective credits, but may be needed in order to take the necessary English and Mathematics coursework.

Note: Students must apply separately to the PGA Golf Management Program for acceptance. Acceptance is limited to the fall of every year.

Prefix	Title	Credits
General Education		
<i>Area I: Communications</i>		
Grades of C- or better are required in general education communications courses.		
<i>English Composition - Level 1</i> ¹		4
<i>English Composition - Level 2</i>		
ENGL 2210G	Professional and Technical Communication	3
or ENGL 2210H	Professional and Technical Communication	
<i>Oral Communication</i> ¹		3
<i>Area II: Mathematics</i>		
MATH 1220G	College Algebra ^{2,3}	3
<i>Area III/IV: Laboratory Sciences and Social/Behavioral Sciences</i>		
ECON 2110G	Macroeconomic Principles	
ECON 2120G	Principles of Microeconomics Honors	
<i>Area III: Laboratory Sciences Course (4 credits)</i> ¹		10
<i>Area V: Humanities</i> ¹		3
<i>Area VI: Creative and Fine Arts</i> ¹		3
<i>General Education Elective</i>		
MATH 1430G	Applications of Calculus I (Foundation Requirement, must earn a grade of at least C-) ³	3
Viewing A Wider World ⁴		6
Departmental/College Requirements		
<i>Foundation Requirements</i>		
A ST 311	Statistical Applications	3
<i>Business Core: Lower Division (minimum grade of C- required)</i>		
ACCT 2110	Principles of Accounting I	3
ACCT 2120	Principles of Accounting II	3
BCIS 1110	Introduction to Information Systems	3
BUSA 1110	Intro to Business	3
<i>Business Core: Upper Division</i>		
BCIS 338	Business Information Systems I	3
BLAW 316	Legal Environment of Business	3
BFIN 341	Financial Analysis and Markets	3
MGMT 309	Human Behavior in Organizations	3
MGMT 449	Strategic Management	3
MKTG 303	Principles of Marketing	3
MGMT 344	Production and Operations Management	3

Upper Division Business elective from the following prefixes: A ST, ACCT, B A, BCIS, BLAW, ECON, ENTR, BFIN, I B, MGMT, MKTG (excluding A ST 311) 6

<i>Major Courses</i>		
MKTG 1111	Level 1, PGA's PGM Education Program (Part 1)	3
MKTG 1112	Level 1, PGA's PGM Education Program (Part 2)	3
MKTG 2111	Level 1, PGA's PGM Education Program (Part 3)	3
MKTG 2112	Level 2, PGA's PGM Education Program (Part 1)	3
MKTG 310	Marketing Research (Must earn a grade of at least C-.)	3
MKTG 380	Level 2, PGA's PGM Education Program (Part 2)	3
MKTG 381	Level 3, PGA's PGM Education Program (Part 1)	3
MKTG 480	Level 3, PGA's PGM Education Program (Part 2)	3
MKTG 481	PGA Golf Management Final Experience	1
MKTG 489	Strategy and Policy (Must earn a grade of at least C-.)	3
Elective in Marketing, upper division		9
Electives, to bring the total credits to 120 ⁵		3
Total Credits		120

¹ See the General Education (<https://catalogs.nmsu.edu/nmsu/general-education-viewing-wider-world/>) of the catalog for a full list of courses.

² MATH 1220G College Algebra is required for the degree but students may need to take any prerequisites needed to enter MATH 1220G first.

³ All Foundation Requirement Courses must be taken, or satisfied with transfer credits, regardless of which Mathematics or Statistics course satisfies the Area II General Education course: MATH 1220G College Algebra, MATH 1430G Applications of Calculus I, and A ST 311 Statistical Applications must be completed.

⁴ See the Viewing a World (<https://catalogs.nmsu.edu/nmsu/general-education-viewing-wider-world/#viewingawiderworldtext>) of the catalog for a full list of courses.

⁵ Elective credit may vary based on prerequisites, dual credit, AP credit, double majors, and/or minor coursework. The amount indicated in the requirements list is the amount needed to bring the total to 120.5 credits and may appear in variable form based on the degree. However, students may end up needing to complete more or less on a case-by-case basis and students should discuss elective requirements with their advisor.

A Suggested Plan of Study for Students

This roadmap assumes student placement in MATH 1220G College Algebra and ENGL 1110G Composition I. The contents and order of this roadmap may vary depending on initial student placement in Mathematics and English. It is only a suggested plan of study for students and is not intended as a contract. Course availability may vary from Fall to Spring semesters and is subject to modification or change. Online availability and enrollment may be limited.⁴

First Year

Fall		Credits
MATH 1215	Intermediate Algebra	3
BCIS 1110	Introduction to Information Systems	3
ENGL 1110G	Composition I ¹	4
or ENGL 1110H	or Composition I Honors	
<i>Area V: Humanities</i> ¹		3
MKTG 1111	Level 1, PGA's PGM Education Program (Part 1)	3

2 Marketing (PGA Golf Management) - Bachelor of Business Administration

(Q-Level/Facility MGT 1A) Complete PGA's Qualifying Level, Facility Management 1A (Tournament Ops A, Rules of Golf B, and Career Enhancement B), W.E. Activities If you haven't passed PAT => Attempt Playing Ability Test (PAT)		
Credits		16
Spring		
MATH 1220G	College Algebra ^{2,3}	3
BUSA 1110	Intro to Business	3
Area III: Laboratory Science Course ¹		4
COMM 1115G or HNRS 2175G	Introduction to Communication ¹ or Introduction to Communication Honors	3
MKTG 1112	Level 1, PGA's PGM Education Program (Part 2)	3
(Teaching and Coaching 1) (Teaching Seminar 2 Days) Complete Teaching and Coaching 1, W.E. Activities, Teaching and Coaching Seminars. If you haven't passed PAT => Attempt Playing Ability Test (PAT)		
Credits		16
Summer		
Summer Internship 1 (3 Months)		
If you haven't passed PAT => Attempt Playing Ability Test (PAT)		
Credits		0
Second Year		
Fall		
MATH 1430G	Applications of Calculus I (Foundation Requirement, must earn a grad of at least C-) ³	3
ECON 2110G	Macroeconomic Principles (Satisfies 1st Social/Behavioral Science)	3
ACCT 2110	Principles of Accounting I	3
ENGL 2210G or ENGL 2210H	Professional and Technical Communication or Professional and Technical Communication	3
MKTG 2111	Level 1, PGA's PGM Education Program (Part 3)	3
(Facility MGT 1B) Complete Facility Management 1 B (Business Planning A, Customer Relations A, Golf Car A, Merchandising A, Turfgrass A), W.E. Activities, Level 1 Exams. If you haven't passed PAT => Attempt Playing Ability Test (PAT)		
Credits		15
Spring		
ECON 2120G	Principles of Microeconomics Honors	3
Statistics Requirement ³		3
A ST 311	Statistical Applications	
Area VI: Creative and Fine Arts Course ¹		3
ACCT 2120	Principles of Accounting II	3
MKTG 2112	Level 2, PGA's PGM Education Program (Part 1)	3
(Teaching and Coaching 2) (Teaching Seminar 3 Days) Complete Teaching and Coaching 2, W.E. Activities, Teaching and Coaching Seminars. If you haven't passed PAT => Attempt Playing Ability Test (PAT)		
Credits		15
Summer		
Summer Internship 2 (3 Months)		
If you haven't passed PAT => Attempt Playing Ability Test (PAT)		
Credits		0
Third Year		
Fall		
MKTG 313	Retail Management ^{While MKTG 313 is recommended, any upper-division Marketing course can be substituted as an elective.}	3
BCIS 338	Business Information Systems I	3

MKTG 303	Principles of Marketing	3
MKTG 310	Marketing Research (Must earn a grade of at least C-)	3
MKTG 380	Level 2, PGA's PGM Education Program (Part 2)	3
(Facility MGT 2) Complete Facility MGT 2 & Business Planning B, Customer Relations B, golf Ops A, Merchandising B, Tournament Ops B), W.E. Activities. Level 2 Exams. If you haven't passed PAT => Attempt Playing Ability Test (PAT)		
Credits		15
Spring		
MKTG Upper Level Elective		3
MGMT 309	Human Behavior in Organizations	3
BLAW 316	Legal Environment of Business	3
BFIN 341	Financial Analysis and Markets	3
MKTG 381	Level 3, PGA's PGM Education Program (Part 1)	3
(Teaching and Coaching 3) (Teaching Seminar 2 Days) Complete Teaching and Coaching 3, W.E. Activities, Teaching and Coaching Seminars. If you haven't passed PAT => Attempt Playing Ability Test (PAT)		
Credits		15
Summer		
Summer Internship 3 (3 Months)		
If you haven't passed PAT => Attempt Playing Ability Test (PAT)		
Credits		0
Fourth Year		
Fall		
MKTG Upper Level Elective		3
MGMT 344	Production and Operations Management	3
Upper Level Elective in any Business Class		3
Viewing the Wider World (VWW) ⁴		3
MKTG 480	Level 3, PGA's PGM Education Program (Part 2)	3
(Facility MGT 3) (Business Simulations 1 Day) Complete Facility MGT 3 (Business Planning C, Golf Ops B, Merchandising C, Golf Car Fleet B, Supervising and Delegating A, Turfgrass B, Food and Bev A, Career Enhancement C), W.E. Activities, Level 3 Exams, Business Simulations. If you haven't passed PAT => Attempt Playing Ability Test (PAT)		
Credits		15
Spring		
MGMT 449	Strategic Management	3
MKTG 489	Strategy and Policy (Must earn a grade of at least C-)	3
Upper Level Elective in any Business Class		3
Viewing the Wider World (VWW) ⁴		3
If you haven't passed PAT => Attempt Playing Ability Test (PAT)		
Credits		12
Summer		
Summer Internship 4 (7 Months)		
If you haven't passed PAT => Attempt Playing Ability Test (PAT)		
Credits		0
Fifth Year		
Fall		
MKTG 481	PGA Golf Management Final Experience	1
If you haven't passed PAT => Attempt Playing Ability Test (PAT)		
Credits		1
Total Credits		120

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