

Sport Management (BS): Professional Golf Management Concentration

Through extensive classroom studies and internship experience, our program prepares students to take on the business side of the golf industry, including marketing, budgeting, merchandising, instruction, golf cart fleet management and tournament operations. Students also develop valuable skills around the social impacts of the sport to help them deliver excellent customer service in the areas of teaching, customer relations and technology.

We provide small classes that work specifically with the PGA Work Experience Kit and offer in-class testing and preparation for the PGA tests. Students must have a handicap of 12 or below to be admitted to the program.

Students complete 16 months of required internships at golf facilities around the country and world under the direction of Class A PGA professionals. We work with more than 600 facilities, including Interlachen Country Club in Minnesota, Pebble Beach Resorts in California, Pacific Pine Sports Group in China, NBC's Golf Channel and Stitch Golf. Through innovative service-learning partnerships with Inspiration Golf, First Tee of the Triangle, and SwingPals, Inc., PGA Golf Management students practice their teaching skills regularly with at-risk and middle school youth and students with limited abilities. Our graduates receive PGA membership upon job placement.

Scholarships

We host an Annual Scholarship Golf Tournament to raise money for incoming freshmen and current student scholarships in PGA Golf Management. We also encourage our students to apply through PACKAssist to be eligible for all college and departmental scholarships as well.

Contact Person

Dr. Robb Wade, PGA

Director, NC State PGA Golf Management Program

robb_wade@ncsu.edu

Phone 919/515-4515

Plan Requirements

First Year

Fall Semester	Hours
PRT 150 Recreation, Sport, Tourism, and Event Management Orientation	1
PRT 156 Professional Golf Management Orientation	3
PRT 266 Introduction to Sport Management ¹	3
Mathematics Elective (p. 2)	3
Acad Writing Research (p. 2) ¹	4
Hours	14

Spring Semester

PRT 210	Golf Management I	1
COM 110	Public Speaking	3
PRT 250	Facilities Management in Parks, Recreation, Tourism and Event Management	3
Select one of the following Economics courses:		3
EC 205	Fundamentals of Economics ²	
EC 201	Principles of Microeconomics	
ARE 201	Introduction to Agricultural & Resource Economics	
PRT 238	Diversity and Inclusion in Recreation and Sport	3
Hours		13

Summer

COP 100	Co-Op Work 1st Alt	0
Hours		0

Second Year

Fall Semester

PRT 211	Golf Management II	1
MIE 201	Introduction to Business Processes	3
PRT 286	Writing and Speaking in Sports Organizations	3
PRT 375	Professional Development and Internship Orientation	2
Hours		9

Spring Semester

COP 200	Co-Op Work 2nd Alt	0
Hours		0

Summer

COP 300	Co-Op Work 3rd Alt	0
Hours		0

Third Year

Fall Semester

PRT 212	Golf Instructor Development	2
PRT 277	Sport in a Changing Society	3
PRT 366	Sport Programming	3
Hours		8

Spring Semester

PRT 312	Golf Management III	1
ST 311	Introduction to Statistics	3
PRT 380	Evidence-based decision making in Recreation, Sport, Tourism, and Event Management ¹	3
PRT 376	Leadership in Sport Administration ¹	3
Hours		10

Summer

COP 400	Co-Op Work 4th Alt	0
Hours		0

Fourth Year

Fall Semester

COP 500	Co-Op Work Graduate Alt	0
Hours		0

Spring Semester

Select one of the following:		3
ACC 210	Concepts of Financial Reporting ²	
ACC 280	Survey of Financial and Managerial Accounting	
PRT 413	Golf Management IV	1
Hours		4

Fifth Year**Fall Semester**

PRT 411	Club Management	3
PRT 414	PGA Apprentice Program Completion	0
PRT 476	Sport Marketing	3
PRT 406	Sports Law	3
Hours		9

Spring Semester

PRT 478	Sustainable Sport Facility Management	3
PRT 458	Special Events Planning	3
PRT 466	Sport Finance and Economics	3
Hours		9
Total Hours		76

Code	Title	Hours	Counts towards
GEP Natural Sciences (http://catalog.ncsu.edu/undergraduate/gep-category-requirements/gep-natural-sciences/)		7	
GEP Humanities (http://catalog.ncsu.edu/undergraduate/gep-category-requirements/gep-humanities/)		6	
GEP Social Sciences (http://catalog.ncsu.edu/undergraduate/gep-category-requirements/gep-social-sciences/)		3	
GEP Health and Exercise Studies (http://catalog.ncsu.edu/undergraduate/gep-category-requirements/gep-health-exercise-studies/)		2	
GEP Elective (http://catalog.ncsu.edu/undergraduate/gep-category-requirements/)		3	
GEP Interdisciplinary Perspectives (http://catalog.ncsu.edu/undergraduate/gep-category-requirements/gep-interdisciplinary-perspectives/)		2	
GEP Global Knowledge (http://catalog.ncsu.edu/undergraduate/gep-category-requirements/gep-global-knowledge/) (verify requirement)			
World Language Proficiency (http://catalog.ncsu.edu/undergraduate/gep-category-requirements/world-language-proficiency/) (verify requirement)			

Free Electives

Free Electives	21
Total Hours	44

¹ C- or better² Required for students wishing to also earn a Minor in Business**Math Electives**

Code	Title	Hours	Counts towards
MA 105	Mathematics of Finance	3	
MA 107	Precalculus I	3	
MA 111	Precalculus Algebra and Trigonometry	3	
MA 114	Introduction to Finite Mathematics with Applications	3	
MA 121	Elements of Calculus	3	

Acad Writing Research

Code	Title	Hours	Counts towards
ENG 101	Academic Writing and Research	4	
FLE 101	Academic Writing and Research	4	

Transfer Sequence

ENG 1GEP		3
ENG 202	Disciplinary Perspectives in Writing	3

Semester Sequence

This is a sample.

First Year

Fall Semester		Hours
PRT 150	Recreation, Sport, Tourism, and Event Management Orientation	1
PRT 156	Professional Golf Management Orientation (CP)	3
PRT 266	Introduction to Sport Management (CP) ¹	3
	Mathematics Elective (p.)	3
ENG 101	Academic Writing and Research	4
GEP Health and Exercise Studies (http://catalog.ncsu.edu/undergraduate/gep-category-requirements/gep-health-exercise-studies/)		1
Hours		15

Spring Semester

PRT 210	Golf Management I	1
COM 110	Public Speaking	3

PRT 250	Facilities Management in Parks, Recreation, Tourism and Event Management	3
GEP Requirement (http://catalog.ncsu.edu/undergraduate/gep-category-requirements/)		
Select one of the following: ⁴		
EC 205	Fundamentals of Economics	
EC 201	Principles of Microeconomics	
ARE 201	Introduction to Agricultural & Resource Economics	
PRT 238	Diversity and Inclusion in Recreation and Sport	3
GEP Health and Exercise Studies (http://catalog.ncsu.edu/undergraduate/gep-category-requirements/gep-health-exercise-studies/)		
Hours		17
Summer		
COP 100	Co-Op Work 1st Alt ²	0
Hours		0
Second Year		
Fall Semester		
PRT 211	Golf Management II	1
MIE 201	Introduction to Business Processes	3
PRT 286	Writing and Speaking in Sports Organizations	3
PRT 375	Professional Development and Internship Orientation	2
GEP Requirement (http://catalog.ncsu.edu/undergraduate/gep-category-requirements/)		
GEP Requirement (http://catalog.ncsu.edu/undergraduate/gep-category-requirements/)		
Hours		15
Spring Semester		
COP 200	Co-Op Work 2nd Alt ²	0
Hours		0
Summer		
COP 300	Co-Op Work 3rd Alt ²	0
Hours		0
Third Year		
Fall Semester		
PRT 212	Golf Instructor Development	2
PRT 277	Sport in a Changing Society	3
PRT 366	Sport Programming	3
GEP Requirement (http://catalog.ncsu.edu/undergraduate/gep-category-requirements/)		
GEP Requirement (http://catalog.ncsu.edu/undergraduate/gep-category-requirements/)		
Free Elective ³		
Hours		17
Spring Semester		
PRT 312	Golf Management III	1
ST 311	Introduction to Statistics	3

PRT 380	Evidence-based decision making in Recreation, Sport, Tourism, and Event Management (CP) ¹	3
PRT 376	Leadership in Sport Administration (CP) ¹	3
GEP Requirement (http://catalog.ncsu.edu/undergraduate/gep-category-requirements/)		
Free Elective ³		
Hours		17
Summer		
COP 400	Co-Op Work 4th Alt ²	0
Hours		0
Fourth Year		
Fall Semester		
COP 500	Co-Op Work Graduate Alt ²	0
Hours		0
Spring Semester		
ACC 210	Concepts of Financial Reporting ⁵	3
PRT 413	Golf Management IV	1
GEP Requirement (http://catalog.ncsu.edu/undergraduate/gep-category-requirements/)		
Free Elective ³		
Hours		12
Fifth Year		
Fall Semester		
PRT 411	Club Management	3
PRT 414	PGA Apprentice Program Completion ²	0
PRT 476	Sport Marketing	3
PRT 406	Sports Law	3
Free Elective ³		
Free Elective ³		
Hours		15
Spring Semester		
PRT 466	Sport Finance and Economics	3
PRT 478	Sustainable Sport Facility Management	3
PRT 458	Special Events Planning	3
Free Elective ³		
Hours		12
Total Hours		120

¹ A minimum grade of C-
² Students must pass the PGA Golf Management tests, complete Work Experience Activities and pass the Playing Ability Test prior to graduation
³ A maximum of 12 credit hours of free electives can be taken for credit only
⁴ Students wishing to complete a Business minor must take EC 205 Fundamentals of Economics
⁵ Students wishing to complete a Business minor must take ACC 210 Concepts of Financial Reporting. If not ACC 280 Survey of Financial and Managerial Accounting is also acceptable.

Career Opportunities

The U.S. golf industry is growing. Annually, it generates around 70 billion dollars and employs nearly 2 million people. This means our PGA Golf

Management students graduate with options. Since they learn all aspects of the industry, it's up to them to decide where they want to go and what they want to do.

Career Titles

- PGA Director of Golf – Manage and develop all aspects of the golf business and oversee golf operations, including the golf shop, golf course maintenance, food and beverage, outside golf services, golf-specific sales and marketing and the facility's administration. Recent employers include Valhalla Golf Club, TPC Dorado Beach Resort, Pinehurst Resort and Lonnie Poole Golf Course.
- Tournament Director – Oversee general operations of a tournament, including coordinating staff and volunteers, logistics, communications, scheduling, promotions and participant recognition. Recent employers include TPC Sawgrass.
- Teaching and Club Fitting Professional – Provide lessons and club fitting experiences to develop a student's playing ability in all aspects of the golf game. Recent employers include GolfTEC, 1757 Club and Tour Edge.
- Sales/Merchandising Representative – Promote products for a variety of clients, from a merchandising or technology company to green-grass golf facilities. Recent employers include Peter Millar, Trackman Golf and Cleveland Golf.
- Marketing Representative – Develop and promote the services of a golf facility or company, including customer service and strategic planning. Recent employers include Golf Channel and GolfNOW.
- Athletes Business Manager
- Athletic Coach
- Athletic Director
- Athletic Trainer
- Camp Director
- Exercise Physiologist
- Fitness Trainer
- Professional Sports Scout
- Recreation and Fitness Studies Professor
- Sports Agent
- Sports Events Planner
- Talent Agent

Learn More About Careers

NCcareers.org (<https://nccareers.org/>)

Explore North Carolina's central online resource for students, parents, educators, job seekers and career counselors looking for high quality job and career information.

Occupational Outlook Handbook (<https://www.bls.gov/ooh/>)

Browse the Occupational Outlook Handbook published by the Bureau of Labor Statistics to view state and area employment and wage statistics. You can also identify and compare similar occupations based on your interests.

Career One Stop Videos (<https://www.careeronestop.org/>)

View videos that provide career details and information on wages, employment trends, skills needed, and more for any occupation. Sponsored by the U.S. Department of Labor.

Focus 2 Career Assessment (<https://careers.dasa.ncsu.edu/explore-careers/career-assessments/>) (NC State student email address required)

This career, major and education planning system is available to current NC State students to learn about how your values, interests, competencies, and personality fit into the NC State majors and your future career. An NC State email address is required to create an account. Make an appointment with your career counselor (<https://careers.dasa.ncsu.edu/about/hours-appointments/>) to discuss the results.

Focus 2 Apply Assessment (<https://www.focus2career.com/Portal/Register.cfm?SID=1929>) (Available to prospective students)

A career assessment tool designed to support prospective students in exploring and choosing the right major and career path based on your unique personality, interests, skills and values. Get started with Focus 2 Apply and see how it can guide your journey at NC State.

North American Society for Sport Management (<https://www.nassm.com/>)