

# 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 Gabriella Story (ggsinkov@ncsu.edu) for more details.

## Contact Person

Dr. Robb Wade, PGA

Director, NC State PGA Golf Management Program

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## 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 <sup>1</sup>	3
Mathematics Elective (p. 2)	3
Acad Writing Research (p. 2) <sup>1</sup>	4
<b>Hours</b>	<b>14</b>

### 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 <sup>2</sup>	
EC 201	Principles of Microeconomics	
ARE 201	Introduction to Agricultural & Resource Economics	
PRT 238	Diversity and Inclusion in Recreation and Sport	3
<b>Hours</b>		<b>13</b>

### Summer

COP 100	Co-Op Work 1st Alt	0
<b>Hours</b>		<b>0</b>

### 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
<b>Hours</b>		<b>9</b>

#### Spring Semester

COP 200	Co-Op Work 2nd Alt	0
<b>Hours</b>		<b>0</b>

### Summer

COP 300	Co-Op Work 3rd Alt	0
<b>Hours</b>		<b>0</b>

### Third Year

#### Fall Semester

PRT 212	Golf Instructor Development	2
PRT 277	Psychological & Cultural Dimensions of Sport	3
PRT 366	Sport Programming	3
<b>Hours</b>		<b>8</b>

#### 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 <sup>1</sup>	3
PRT 376	Leadership in Sport Administration <sup>1</sup>	3
<b>Hours</b>		<b>10</b>

### Summer

COP 400	Co-Op Work 4th Alt	0
<b>Hours</b>		<b>0</b>

**Fourth Year****Fall Semester**

COP 500	Co-Op Work Graduate Alt	0
<b>Hours</b>		<b>0</b>

**Spring Semester**

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

**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
<b>Hours</b>		<b>9</b>

**Spring Semester**

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

Code	Title	Hours	Counts towards
GEP Natural Sciences ( <a href="http://catalog.ncsu.edu/undergraduate/gep-category-requirements/gep-natural-sciences/">http://catalog.ncsu.edu/undergraduate/gep-category-requirements/gep-natural-sciences/</a> )		7	
GEP Humanities ( <a href="http://catalog.ncsu.edu/undergraduate/gep-category-requirements/gep-humanities/">http://catalog.ncsu.edu/undergraduate/gep-category-requirements/gep-humanities/</a> )		6	
GEP Social Sciences ( <a href="http://catalog.ncsu.edu/undergraduate/gep-category-requirements/gep-social-sciences/">http://catalog.ncsu.edu/undergraduate/gep-category-requirements/gep-social-sciences/</a> )		3	
GEP Health and Exercise Studies ( <a href="http://catalog.ncsu.edu/undergraduate/gep-category-requirements/gep-health-exercise-studies/">http://catalog.ncsu.edu/undergraduate/gep-category-requirements/gep-health-exercise-studies/</a> )		2	
GEP Additional Breadth ( <a href="http://catalog.ncsu.edu/undergraduate/gep-category-requirements/">http://catalog.ncsu.edu/undergraduate/gep-category-requirements/</a> ) (Humanities/Social Sciences/Visual and Performing Arts)		3	
GEP Interdisciplinary Perspectives ( <a href="http://catalog.ncsu.edu/undergraduate/gep-category-requirements/gep-interdisciplinary-perspectives/">http://catalog.ncsu.edu/undergraduate/gep-category-requirements/gep-interdisciplinary-perspectives/</a> )		2	

GEP U.S. Diversity (<http://catalog.ncsu.edu/undergraduate/gep-category-requirements/gep-us-diversity/>) (verify requirement)

GEP Global Knowledge (<http://catalog.ncsu.edu/undergraduate/gep-category-requirements/gep-global-knowledge/>) (verify requirement)

Foreign Language Proficiency (<http://catalog.ncsu.edu/undergraduate/gep-category-requirements/foreign-language-proficiency/>) (verify requirement)

**Free Electives**

Free Electives	21
<b>Total Hours</b>	<b>44</b>

<sup>1</sup> C- or better

<sup>2</sup> 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) <sup>1</sup>	3
Mathematics Elective (p. )		3
ENG 101	Academic Writing and Research	4
GEP Health and Exercise Studies ( <a href="http://catalog.ncsu.edu/undergraduate/gep-category-requirements/gep-health-exercise-studies/">http://catalog.ncsu.edu/undergraduate/gep-category-requirements/gep-health-exercise-studies/</a> )		1
<b>Hours</b>		<b>15</b>
<b>Spring Semester</b>		
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 ( <a href="http://catalog.ncsu.edu/undergraduate/gep-category-requirements/">http://catalog.ncsu.edu/undergraduate/gep-category-requirements/</a> )		3
Select one of the following: <sup>4</sup>		3
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 ( <a href="http://catalog.ncsu.edu/undergraduate/gep-category-requirements/gep-health-exercise-studies/">http://catalog.ncsu.edu/undergraduate/gep-category-requirements/gep-health-exercise-studies/</a> )		1
<b>Hours</b>		<b>17</b>
<b>Summer</b>		
COP 100	Co-Op Work 1st Alt <sup>2</sup>	0
<b>Hours</b>		<b>0</b>
<b>Second Year</b>		
<b>Fall Semester</b>		
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 ( <a href="http://catalog.ncsu.edu/undergraduate/gep-category-requirements/">http://catalog.ncsu.edu/undergraduate/gep-category-requirements/</a> )		3
GEP Requirement ( <a href="http://catalog.ncsu.edu/undergraduate/gep-category-requirements/">http://catalog.ncsu.edu/undergraduate/gep-category-requirements/</a> )		3
<b>Hours</b>		<b>15</b>
<b>Spring Semester</b>		
COP 200	Co-Op Work 2nd Alt <sup>2</sup>	0
<b>Hours</b>		<b>0</b>
<b>Summer</b>		
COP 300	Co-Op Work 3rd Alt <sup>2</sup>	0
<b>Hours</b>		<b>0</b>
<b>Third Year</b>		
<b>Fall Semester</b>		
PRT 212	Golf Instructor Development	2

PRT 277	Psychological & Cultural Dimensions of Sport	3
PRT 366	Sport Programming	3
GEP Requirement ( <a href="http://catalog.ncsu.edu/undergraduate/gep-category-requirements/">http://catalog.ncsu.edu/undergraduate/gep-category-requirements/</a> )		3
GEP Requirement ( <a href="http://catalog.ncsu.edu/undergraduate/gep-category-requirements/">http://catalog.ncsu.edu/undergraduate/gep-category-requirements/</a> )		3
Free Elective <sup>3</sup>		3
<b>Hours</b>		<b>17</b>
<b>Spring Semester</b>		
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) <sup>1</sup>	3
PRT 376	Leadership in Sport Administration (CP) <sup>1</sup>	3
GEP Requirement ( <a href="http://catalog.ncsu.edu/undergraduate/gep-category-requirements/">http://catalog.ncsu.edu/undergraduate/gep-category-requirements/</a> )		4
Free Elective <sup>3</sup>		3
<b>Hours</b>		<b>17</b>
<b>Summer</b>		
COP 400	Co-Op Work 4th Alt <sup>2</sup>	0
<b>Hours</b>		<b>0</b>
<b>Fourth Year</b>		
<b>Fall Semester</b>		
COP 500	Co-Op Work Graduate Alt <sup>2</sup>	0
<b>Hours</b>		<b>0</b>
<b>Spring Semester</b>		
ACC 210	Concepts of Financial Reporting <sup>5</sup>	3
PRT 413	Golf Management IV	1
GEP Requirement ( <a href="http://catalog.ncsu.edu/undergraduate/gep-category-requirements/">http://catalog.ncsu.edu/undergraduate/gep-category-requirements/</a> )		2-3
Free Elective <sup>3</sup>		6
<b>Hours</b>		<b>12</b>
<b>Fifth Year</b>		
<b>Fall Semester</b>		
PRT 411	Club Management	3
PRT 414	PGA Apprentice Program Completion <sup>2</sup>	0
PRT 476	Sport Marketing	3
PRT 406	Sports Law	3
Free Elective <sup>3</sup>		3
Free Elective <sup>3</sup>		3
<b>Hours</b>		<b>15</b>
<b>Spring Semester</b>		
PRT 466	Sport Finance and Economics	3
PRT 478	Sustainable Sport Facility Management	3
PRT 458	Special Events Planning	3
Free Elective <sup>3</sup>		3
<b>Hours</b>		<b>12</b>
<b>Total Hours</b>		<b>120</b>

<sup>1</sup> A minimum grade of C-

<sup>2</sup> Students must pass the PGA Golf Management tests, complete Work Experience Activities and pass the Playing Ability Test prior to graduation

<sup>3</sup> A maximum of 12 credit hours of free electives can be taken for credit only

<sup>4</sup> Students wishing to complete a Business minor must take EC 205 Fundamentals of Economics

<sup>5</sup> 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.

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.

- 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.