Course Descriptions

PGM-Professional Golf Mgt

PGM100 - Introduction to PGM
A course that provides the student with an overview of the PGA of America and the CUP/PGM educational program. Students will be introduced to the PRO (Professional Readiness Orientation) and the CUP/PGM curriculum, which will enable them to become more informed about the educational requirements to become future PGA Members and what is expected in Level One of CUP/PGM. In addition the students will be introduced to the working intricacies of the PGA of America.

PGM125 - Professional Golf Management Internship I
This course is one of the Professional Golf Management student internship experiences. Students will secure internship sites based on their unique educational needs and experiences. Internship students will work directly with PGA golf professionals in one or more work settings.

PGM150 - Teaching of Golf I
This course provides the golf student with the theory and techniques of teaching the golf swing. Students will utilize technology to evaluate the golf swing and develop and deliver golf lesson plans. The course utilizes the classroom in Hamer Hall as well as the PGM Indoor Facility-Gallagher Hall and outdoor golf practice facilities at Cedarbrook GC.

PGM200 - Intermediate Topics in PGM
This course will provide the student with a detailed examination of the PGA of America and the CUP/PGM educational program. Students will be introduced to PGM Level 2, which will enable them to become more informed about the educational requirements to be completed in preparation for the CUP/PGM Level Two checkpoint.

PGM210 - Golf Shop Management
This course will provide the student with the basics of the operations and management of the golf shop. Topics include: methods of merchandising, scheduling of play, implementing course regulations, development and management of the golf operations team, time management as well as personnel management.

PGM225 - Professional Golf Management Internship II
This course exposes the student to proper golf course management techniques; including daily expectations while working on a golf course and proper protocol. This course also provides the student with the unique professional educational experience by combining theoretical and hands-on training. The course will be completed at a recognized PGA facility chosen in conjunction with the faculty and the student. The student will spend a minimum of 13 weeks at the field experience site in order to satisfactorily complete this requirement.

PGM250 - Golf Operations Management
This course provides the student with the content needed for the PGA’s PGM Program Level II checkpoint. Golf Business Operations and Customer Relations are examined in their entirety within this course and focus on key concepts relating to: interaction strategies and interpersonal skills within a business context, moments of truth, policy and procedure development, yield management evaluation, supervising and delegation of staff, and techniques for motivating both customers and employees.

PGM260 - Golf Performance Coaching and Technology
This course teaches student how to use golf swing technology to collect and analyze data for the purpose of improving a golfers’ ability. Enhancing student proficiency in using launch monitors, force pressure plates, 2D video, and 3D analysis software are key components of the course. Students will also learn how to use the acquired data to develop golf lesson programs and a physical exercise routine designed to improve overall player performance. Various communication platforms will be used to help students effectively deliver golf instruction in-person and online.

PGM300 - Advanced Topics in PGM
This course provides the student with the content needed for the PGM Level III checkpoint. Inventory, merchandising, food and beverage and PGA membership are some of the topics covered.
Course Descriptions

**PGM310 - Turfgrass Management**
The course will provide the student with an overview and introduction to not only the science of turf grass, but also the role turf management plays in the golf operation. Topics include grass selection, mowing, fertilization, irrigation, supplementary cultural practices, and the management of botanical pests.

**PGM325 - Professional Golf Management Internship III**
This course is one of the Professional Golf Management student internship experiences. Students will secure internship sites based on their unique educational needs and experiences. Internship students will work directly with PGA golf professionals in one or more work settings.

**PGM350 - Food and Beverage Management**
A course that provides the student with an overview of the principles and techniques involved in establishing and maintaining a successful, profitable food and beverage operation at a golf facility. Some of the topics the course will examine include: (1) menu development, (2) menu descriptive copy, (3) principles and techniques of restaurant design, (4) staffing and training, (5) cost control measures, (6) beverage control and legal aspects of beverage control, (6) kitchen equipment and safety, (7) sanitation, (8) the improving and enhancing customer service, and (9) the legal aspects of food and beverage operations.

**PGM405 - Expanded Golf Operations**
This course enables the PGM student to evaluate, design, implement, and enhance the operations of a golf facility. The student will be introduced to the various elements of developing or enhancing existing golf facilities.

**PGM410 - Teaching of Golf II**
A course designed to improve the golf instructional skills of golf professionals, especially those desiring to be quality coaches. Included in the course are such topics as teaching, coaching, training techniques, motivational strategies, and the needs of special populations. Methods of recording student progress, management techniques for a successful instructional program, and the use of audiovisual and other electronic teaching tools are examined.

**PGM415 - Trends and Issues in the Golf Industry**
An analysis of professional golf industry trends as well as “grow the game” initiatives from historical, contemporary, and futuristic viewpoints with implications for global expansion and overall participation.

**PGM425 - Senior Internship in Professional Golf Management**
This course is one of the Professional Golf Management student internship experiences. Students will secure internship sites based on their unique educational needs and experiences. Internship students will work directly with PGA golf professionals in one or more work settings.

**PGM435 - Capstone Internship in Professional Golf Management**
This course is one of the Professional Golf Management student internship experiences. Students will secure internship sites based on their unique educational needs and experiences. Internship students will work directly with PGA golf professionals in one or more work settings.