

H&CS 2250
Introduction to Professional Golf Management
2 credit hours (1 h lecture, 2 h recitation)
Spring 2019

Instructors: Dr. Ray Miller; Mr. Tim Kerr, PGA; Mr. Chris Walsh, PGA

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Description: H&CS 2250, Introduction to Professional Golf Management, will acquaint students with the Ohio State University Professional Golf Management. Topics to be covered in the course include an overview of the components and completion of the PGA/PGM Program, Golf History, Rules of Golf, PGA Constitution, Career Enhancement and Customer Relations.

Course Objectives: The successful student will 1) gain an overall understanding of the OSU Professional Golf Management major; 2) learn specific expectations and time line for completion of the PGA/PGM Program and the Player Ability Test; 3) learn the history, organization, current role and constitution of the Professional Golfer's Association of America, 4) begin to learn to organize and make public presentations; 5) learn about professionalism and opportunities for career enhancement in the golf industry; 6) understand the GLAOF model and apply it to personal interaction strategies with customers, and; 7) learn to use the USGA Rules of Golf book and apply the rules to playing situations.

The expected learning outcomes of a successful student in H&CS 2250 will be the introductory understanding of evaluating/disseminating information, communicating at a professional level, relating successfully with customers, lifelong learning, respect for diversity and social responsibility.

Course Organization: The class will meet for one 1 hour lecture and one 2 hour recitation per week. Topics to be covered are listed below.

Grading: A, B, C, D, E with +/-; grades will be based on the weekly quizzes (35%), mid-term (5%), final exam (5%), writing assignments (35%), and class/program participation (20%). %). A= 93-100%; A- = 90-92%; B+ = 87-89%; B = 84-86%; B- = 81-83%; C+ = 78-80%; C = 75-77%; C- = 72-74%; D+ = 69-71%; D= 68-66%; E=65% and below.

Quizzes: There will be a quiz every week at the beginning of each class. These quizzes may not be made up without a written excuse for missing a class.

Written assignments: Each student will be required to research, organize and write a 500 word paper in a style appropriate for public speaking. The subject of the paper will be the history, organization, activities, members or facilities of the PGA of America. In addition, each student will be required to prepare a professional resume with cover letter and a letter of recommendation, and summarize two chapters of "Pro's Pros". Grades for these assignments will be based on organization, sentence construction and grammatical usage in the final paper, summary, resume and letters.

Reference materials:

Zuckerman, J. 2013. Pro's Pros: Extraordinary Club Professionals Making Golf Great. Saron Press. Ridgeland, SC. 327 pgs.

Anonymous. 2003. PGALinks. [Http://www.pgalinks.com](http://www.pgalinks.com)

Anonymous. 2013. PGM 2.0 Program At A Glance. [Http://pdf.pgalinks.com/regmemos/PGM2.0_AtAGlance.pdf](http://pdf.pgalinks.com/regmemos/PGM2.0_AtAGlance.pdf)

Anonymous. 2013. Apprentice's Levels Qualifying, 1, 2 & 3 Work Experience Kit. Professional Golfers' Association of America. Port St. Lucie, FL.

Tentative Class Schedule

January 8: Course introduction & History of Golf

Objectives

1. Familiarize students with course objectives
2. Review writing assignments
3. Acquaint students with reference materials
4. History of golf; parts 1 & 2

January 15: PGA History & Constitution

Objectives

1. PGA history & milestones
2. PGA organization, Constitution & Bylaws
3. PGA approved golf facilities
4. History of golf; parts 3 & 4

January 22: PGA History & Constitution

Objectives

1. PGA membership requirements & classifications
2. PGA Code of Ethics
3. History of golf; parts 5 & 6

January 29: Career Enhancement

Objectives

1. Learn types of business communications
2. Review preparation of a resume and cover letter
3. History of golf; parts 7 & 8

February 5: Career Enhancement

Objectives

1. Professionalism in the golf industry – A day in the life of a golf professional
2. Review of the job market and finding open positions
3. Deciding to apply

February 12: Career Enhancement

Objectives

1. Learn conduct, dress, ethics, communications important to PGA members
2. Understand job offers & compensation negotiations
3. Become familiar with applicable labor laws

February 19: Customer Relations

Objectives

1. Discuss the importance of people skills in the golf business
2. View the golf experience from the customer's perspective

February 26: Customer Relations

Objectives

1. Recognize a moment of truth
2. Identify and describe successful outcomes for typical customer relations situations
3. Identify the key requirements for good customer relations (and potential causes of problems)

March 5: Midterm – Test topics include History of Golf, PGA History & Constitution and Career Enhancement

March 12: Spring Break

March 19: Customer Relations

Objectives

1. Understand and apply the GLAOF model to customer relations
2. Understand and apply the Four Interaction Strategies to customer relations

March 26: Customer Relations

Objectives

1. Understand the Seven Interpersonal Skills
2. Practice handling difficult customer relations situations

April 2: Rules of Golf

Objectives

1. Review history and origins of the Rules
2. Review organization of USGA Rules of Golf book
3. Understand key words and terms

April 9: Rules of Golf

Objectives

1. Making rulings
2. Finding rules situations online (extra credit assignment)

April 16: Rules of Golf

Objectives

1. Marking the golf course

April 30: Final Exam - Test topics include Customer Relations and Rules of Golf

Academic and Behavioral Misconduct: Academic and behavioral misconduct will not be tolerated. Any instances of student misconduct or suspected academic misconduct will be handled according to the Code of Student Conduct in the Student Handbook or Faculty Rule 3335-5-487 and will be reported through appropriate channels to the University Committee on Academic Misconduct or Judicial Affairs

Students with Disabilities: Any student who feels s/he may need an accommodation based on the impact of a disability should contact the instructor privately to discuss specific needs. The instructor will contact the Office for Disability Services to coordinate reasonable accommodations for students with documented disabilities.