Coastal Carolina University


2015
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COASTAL CAROLINA UNIVERSITY PGA GOLF MANAGEMENT
INTRODUCTION

The Coastal Carolina University PGA Golf Management Program is in the E. Craig Wall Sr. College of Business Administration (WCOB). The WCOB is regionally accredited by the Southern Association of Collegiate Schools of Business (AACSB) International. PGA Golf Management students will major in one of six majors: Marketing, Management, Finance, Accounting, Economics or Hospitality, Resort and Tourism Management.

The goal of the PGA Golf Management Program at Coastal Carolina University is to recruit, retain, educate, train and graduate outstanding young men and women so they can become productive members of the PGA of America. The goal is for students to graduate from Coastal Carolina University, the E. Craig Wall College of Business Administration and to complete all requirements for a Specialization in PGA Golf Management. The following are the admission, retention and dismissal policies that will be used to guide students through the PGA Golf Management Program at Coastal Carolina University.

Coastal Carolina's Wall College of Business maintains AACSB Accreditation

The E. Craig Wall Sr. College of Business Administration at Coastal Carolina University has maintained its accreditation by the Association to Advance Collegiate Schools of Business (AACSB) International, the accrediting association for undergraduate, master and doctoral degree programs in business schools.

The Wall College of Business has been ratified for maintenance of accreditation of The Bachelor of Science in Business Administration, Master of Business administration and Master of Accounting degree programs. This recognition ensures the degrees that students receive from Coastal Carolina University are recognized as the world's best. Since our last review, we have added a new MACC degree, restructured the MBA to make it cutting edge, focused on concentrations that are needed in the workplace for each of our minors, and restructured the college.
AACSB accreditation is earned by less than 5 percent of the world's business programs. Some 650 business schools in 45 countries and territories maintain AACSB accreditation. Similarly, 178 institutions maintain an additional specialized AACSB accreditation for their accounting programs. We are proud of the accomplishments of the Wall College of Business. The reaffirmation of AACSB accreditation is a major measure of the quality of our business program and the value and respect that it brings to our University, faculty and students. The accreditation of the Wall College is a tribute to the excellent education provided to business students by the faculty, staff and administration of the college. AACSB accreditation is difficult to attain, yet necessary for business students to excel upon graduation. It establishes membership in an elite group of colleges and universities.

"It takes a great deal of commitment to earn and maintain AACSB accreditation" said Robert D. Reid, executive vice president and chief accreditation officer of AACSB International. "Business schools must not only meet specific standards of excellence, but their deans, faculty and professional staff must make a commitment to ongoing continuous improvement to ensure that the institution will continue to deliver the highest quality of education to students."

ADMISSION GUIDELINES

Students are admitted into the Coastal Carolina University PGA Golf Management Program on a competitive basis. The number of students currently enrolled determines each year incoming class size, the number scheduled to graduate, the projected retention rate and our goal of growing our program to 300 students. PGA guidelines limit the size of the program to 400 total students and a maximum incoming class size of 100 students. The goal is to grow our incoming class size to 100 students without changing our standards. While the PGA requires a verified handicap of 12 or less, CCU requires a verified handicap of 8 or less for admission that can be waived only by the Director.

The PGA Golf Management student prospect must first apply to and be accepted through the Coastal Carolina University admission process. Upon acceptance into the university, the student prospect must then make a separate application to the Coastal Carolina University PGA Golf
Management Program. Students entering the PGA Golf Management Program must have a documented proof of having an eight handicap or less prior to being accepted into the PGA Golf Management Program. Only the Director can approve the application of a student prospect with a handicap greater than eight.

The handicap verification can be:

1. A copy of a current USGA handicap index card.
2. A confirmation letter from a PA member is preferred or a confirmation letter from high school golf coach is acceptable.
3. Successful completion of the PGA’s Playing Ability Test. We strongly encourage incoming students to attempt a PAT prior to attending Coastal Carolina University.

INTERNATIONAL STUDENT POLICY

As previously stated under the Introduction, the PGA Golf Management Program goal is to create PGA members. To become a member of the PGA of America, an individual must be a US citizen or a resident alien. The PGA allows a maximum of 10 percent international student enrollment, thus allowing CCU to admit a limited number of qualified international students. International students must sign a statement acknowledging their understanding of the citizenship and resident alien requirement for PGA membership. International students may complete all requirements for the PGA Golf Management specialization; however, election to PGA membership will not take place until all requirements, including the citizenship requirement are met.

TRANSFER STUDENT POLICY

Coastal Carolina University PGA Golf Management Program is designed as a freshman entry program. Transfer students will be handled on a case-by-case basis. Transfer students will be required to meet all graduation requirements of Coastal Carolina University and the PGA Golf Management Program. Transfer students should be advised of the additional time and money associated with obtaining a PGA Golf Management specialization.
RETENTION

Students placed on academic probation by Coastal Carolina University will be placed on probation from the PGA Golf Management Program for the same amount of time as the university probation.

Retention in the PGA Golf Management Program is determined by a combination of satisfactory academic performance coupled with continuous progress in the PGA Golf Management Program. Coastal Carolina University students in the PGA Golf Management Program enter the university as Pre-Business majors. They must maintain a 2.25 GPA through their first two years of study to gain entrance into the Wall College of Business Administration. All PGA Golf Management Program students accepted into the Wall College of Business Administration will major in one of six majors offered. Throughout the course of study at Coastal Carolina University, PGA Golf Management Program students will be required to maintain a minimum GPA of 2.0.

The measures used to assist in the retention of students will include, but will not be limited, to the following:

1. The PGA Golf Management Program will require students to sign a Statement of Understanding detailing the program requirements. A signed copy will be placed in the student file and the student will be given a copy.
2. The PGA Golf Management Program will maintain an open-door policy when it comes to discussing issues of concern with students.
3. Coastal Carolina University provides a tutorial program to students requiring additional help. Arrangements can be made through the Director of Student Support or through the university.
4. The PGA Golf Management Program will offer optional review sessions of PGA PGM 2.0 academic program courses.
5. PGA Golf Management Program faculty and staff will strive to build a personal relationship with every student.
6. The PGA Golf Management Program will maintain a parent email list and will involve parents in the program as much as possible via email as to program activities.
7. Students must complete Level 3 of the PGA's PGM Program prior to graduation.

Students placed on probation by Coastal Carolina University for violating the CCU Code of Student Conduct will be placed on probation from the PGA Golf Management Program (see behavior probation and suspension policy p. 23).

PGA Golf Management Program students will be required to make continuous satisfactory progress toward completing PGA membership requirements. To graduate from Coastal Carolina University's PGA Golf Management Program, students will be required to successfully accomplish the following: 16 months of approved internships, successfully pass the PGA's Playing Ability Test and complete the four levels of the PGA's Golf Management Program.

The PGA of America reserves the right to change the PGA Golf Management Program graduation requirements as necessary.

Student progress in both the university and PGA requirements will be tracked continuously. Each student will meet with the PGA Golf Management staff at least once a semester to be advised and counseled in his/her progress in the program. Advisement and counseling sessions will be documented in each student's academic file.

**COHORT REQUIREMENT**

For PGA Golf Management requirements, each entering class will be considered a cohort. Each student will be expected to meet PGA Golf Management milestones with his/her cohort class (for example, they will be expected to complete Level Q, 1, 2 and 3 of the PGM Program at the same time.) Only under exceptional circumstances will a student be allowed to deviate from his/her cohort and only with the Director's approval. A plan will then be put in place requiring the student to get back on track with his/her cohort class. Students will be counseled in these situations and proper documentation will be put in their permanent file.

Coastal Carolina University students will be given a copy of the policy and
procedures manual which will be discussed in detail with the students after which students will sign a Student Statement of Understanding signature page. This will address the requirements of the program and the student signature will state understanding of the PGA Golf Management Program requirements at Coastal Carolina University. The policies and procedures manual will be covered in detail in a Freshman Orientation meeting and signed at that time. Please see Probationary Standards and Grounds for Dismissal sections explaining disciplinary action within the PGA Golf Management Program.

**PGA GOLF MANAGEMENT PROGRAM REQUIREMENTS**

Coastal Carolina University students must reach the following goals in order to receive the Specialization in PGA Golf Management on their diploma.
Successful students must pass the PGA Playing Ability Test, complete 16 months of internship work at qualifying facilities and complete the four levels of the PGA Professional Golf Management Program.

A PGA Golf Management student has eight years to obtain PGA membership from the first day of registration into the PGA Golf Management Program Level 1, which is the day following completion of the Qualifying Level test. Students who leave the program retain completed academic courses for levels 1-3, but receive no credit for completion of internships and will be required to register into the apprentice program following registration procedures. The eight-year "clock" for election to PGA membership initiated upon initial enrollment into Level 1 does not expire.

**PROGRAM FEES**

Along with university tuitions and fees, each student's account will be billed as they progress through the PGA Golf 2.0 academic curriculum. Fees will include: PGA Golf Management materials, PGA Golf Management seminar fees, unlimited golf course and practice facilities access, player development program, PGM Club and handicap fee. Additional fees will be charged in the event of any new program charges incurred from the PGA. See ATTACHMENT A.
GRADUATION REQUIREMENTS

To graduate from Coastal Carolina University with the specialization in PGA Golf Management, students must successfully complete the following:

- Pass PGA Playing Ability Test.
- Complete 16 months of qualifying internships.
- Successfully complete the Qualifying Level and Levels 1, 2 and 3 of the PGA/PGM 2.0 Academic Program.

PGA GOLF MANAGEMENT

The PGA Golf Management Program at Coastal Carolina University will have a clearly identifiable unit charged with the management of the PGA Golf Management Program. The PGA Golf Management is currently staffed with six full time persons primarily responsible for the administration of the PGA Golf Management Program.

CURRENT PGA GOLF MANAGEMENT PROGRAM FACULTY & STAFF
See Attachment B

PGA MEMBERSHIP REQUIREMENTS

PGA Golf Management graduates must earn a total of 36 credits to be eligible for memberships in the PGA. Students who graduate from the PGA program after completing Level 3 of the PGA PGM 2.0 program, the Playing Ability Test (PAT) and 16 months of approved internship will qualify for immediate membership upon eligible employment and completion of the PGA of America's background check.

Credits will be awarded as follows:

- 12 credits for college degree
- 16 credits for completion of the PGA Golf Management Program
- 6 credits for completion of all membership requirements
- 2 credits for attending two national workshops hosted by PGA Employment Services
INTERNSHIP PROGRAM

All PGA Golf Management students must complete 16 months of full time internship assignments at facilities recognized as eligible employment by the PGA of America. Each student must be registered in an internship class to receive academic credit.

All internships are completed under the direction and guidance of the PGA Golf Management staff along with a qualified PGA Professional or mentor at the approved facility. Before a student is placed as an intern, the site must be reviewed and approved by the Internship Director. Once the site is approved an Internship Agreement form, signed by the student and director, will be sent to the internship host for their signature. This form must be returned and on file in the PGA Golf Management office prior to the beginning of the internship.

Students have the opportunity to choose from numerous facilities including country clubs, resorts, public and municipal courses, military golf facilities, PGA/LPGA Headquarters and PGA Section offices. Students must complete all 16 months of the internship assignments prior to graduation.

Internship Program
Coastal Carolina University PGA Golf Management

• Internships must follow the eligible employment guidelines outlined in the PGA Constitution.
• PGA Golf Management University students may complete internships in any (apprentice) classifications deemed eligible employment with prior authorization from the PGA Golf Management Program in which enrolled.
• Students must complete at least 16 months of internships primarily employed on a fulltime basis to be eligible to graduate with the PGA Golf Management designation.
• Prior to finalizing student placement, the PGA Golf Management University must verify each internship position meets eligible employment guidelines.
• Before placement, the university must initiate an agreement stipulating the internship specifics (dates, wages, etc.) and work experiences anticipated for each student. This contract or agreement must be validated in writing by the host professional, the university and the student. A copy of a student’s agreement
must be on-file in the PGA Golf Management University Program office prior to the beginning of the internship.

- University must conduct a thorough evaluation of each internship site prior to placement of students and this evaluation should be written and on file.
- University must require each host professional to complete a detailed evaluation of each student’s performance during the placement. This document must be kept in the student’s permanent file.
- University must require that each student complete a detailed evaluation of the Co-op/Internship site and experience upon return to campus. This document must be kept in the student’s permanent file.
- University must conduct a post-internship meeting with student to compare evaluations and take necessary remedial action to resolve any performance problems. The post-internship meeting must be documented separately from the student evaluation form of the host facility and included in the student file.
- Student records must contain (at a minimum) the following documents for each internship experience: signed three-party agreement, host professional’s evaluation of student, student’s evaluation of site and post-internship meeting documentation.
- University must input all university internships for each student into the on-line PGA Admin Tool to include the following information: Student Name, PGA ID, Facility Name, Facility Address, Host Professional, Facility Type and Actual Start/End dates for the Internship. This information should be input at the beginning of each student experience as the host professional will receive an on-line mentoring handbook.
- Negative site evaluations by students must be reviewed and addressed prior to future placements.
Apprentice Registration Eligibility

Must be employed as:

1). As a Head Professional (B-1, B-2 or B-7), Director of Golf (B-4) or General Manager (B-13) at a "PGA Recognized Golf Course" or "PGA Recognized Golf Range."

Only one Apprentice per facility is eligible to register and earn credits in any of these classifications: B-1, B-2, B-4, B-7, or B-13.

2). As a Teaching Professional (B-6) or Assistant Professional (B-8) under the supervision of PGA Member Head Professional (A-1,A-2 or A-7), PGA Member Director of Golf (A-4), PGA Member General Manager (A-13), PGA Member Director of Instruction (A-14) or LPGA Class A Head Professional at a "PGA Recognized Golf Course," "PGA Recognized Golf Range," "PGA Recognized School," or "PGA Recognized Indoor Facility."

3). As an Administrator (B-11) at the PGA of America National Office, PGA Section, PGA Tour or LPGA Office.

Additionally:

4). Following successful completion of Level 1, Apprentices may transfer to any of the following classifications and continue to earn experience credits:

a) B-9, B-10, B-12, B-14, B-15, B-16, B-17, B-18, B-19, B-20, B-21, B-22, B-23
PGA GOLF MANAGEMENT CURRICULUM

The PGA Professional Golf Management program is a curriculum consisting of academic knowledge base components addressing the "Business," "People" and "Game" of golf. These components are presented in four levels, with each specific course containing work experience portfolio activities, seminars and an assessment.

Appropriate courses in Food and Beverage Management and Turfgrass Management will be offered to PGA Golf Management students, as required by the PGA of America, and are taught through Horry Georgetown Technical College. These courses will include a lab experience. Coastal Carolina University will also participate in PGA Growth of the Game Initiatives. The premise of these programs will be to promote and grow the game of golf.

ADVISING

Each semester every PGA Golf Management student will meet with a member of the PGA Golf Management staff for an advising session. This advising session will include counseling on Coastal Carolina University academic requirements along with PGA of America requirements.

Any student who shoots more than fifteen strokes over the target score will be required to attend a personal meeting with the PGA Golf Management Director and/or the Director of Player Development to discuss playing ability and his/her future in the PGA Golf Management Program.

PGA PGM 2.0 INSTRUCTION SEMINARS

PGA of America faculty will come to Coastal Carolina University three times for 2-3 day seminars to assist in the teaching of the objectives associated with the following courses:

- Introduction to Teaching and Golf Club Performance - Level 1
- Intermediate Teaching and Golf Club Alteration - Level 2
- Advanced Teaching and Golf Club Fitting - Level 3
Each level will also include a required Industry Awareness seminar. The schedule for these seminars will be developed by the director and coordinated with the PGA of America. Attendance at these seminars, with your cohort class, will be mandatory.

**PGA GOLF MANAGEMENT COURSE OUTLINE**

All PGA Golf Management students will be required to test and pass all of the courses within Levels Q, 1, 2 and 3 of the PGA PGM 2.0 Program. A score of 70 percent must be achieved to pass each test. Coastal Carolina University students will take the courses and the accompanying test according to the following course outline and ATTACHMENT C.

Qualifying Level PGMP 101 (1 Credit) Fall Semester – Freshman

**Level 1**
- PGMP 102 (1 credit) Customer Relations and Tournament Operations (Spring semester – Freshman)
- PGMP 180 (0 credit) Summer Internship I; 3 months
- PGMP 201 (3 credits) Introduction to Teaching & Golf Club Performance and Golf Car Fleet Management (Fall semester – Sophomore)
- PGMP 202 (1 credit) Business Planning (Spring semester – Sophomore)
- PGMP 280 (0 credit) Summer Internship II; 3 months

**Level 2**
- PGMP 301 (1 credit) Golf Operations and Merchandising & Inventory Management (Fall semester – Junior)
- PGMP 171 (3 credits) Turfgrass Management (Fall semester – Junior)
- PGMP 302 (1 credit) Intermediate Teaching and Golf Club Alteration (Spring semester – Junior)
- PGMP 225 (3 credits) Golf Course Design (Fall or Spring semester)
- PGMP 380 (0 credit) Summer Internship III; 3 months

**Level 3**
- PGMP 401 (1 credit) Advanced Teaching, Player Development Programs & Teaching Business and Golf Club Fitting (fall semester –
Senior)

- PGMP 282 (3 credits) Food and Beverage Control (Fall semester – Senior)
- PGMP 402 (1 credit) Human Resources & Supervising and delegating and Career Enhancement (Spring semester – Senior)
- PGMP 480 (3 credits) Summer Internship IV; 7 months

PGA PGM 2.0 TESTING RETAKE POLICY

Students who do not achieve a passing score of 70 percent or higher on any of the PGA PGM 2.0 tests must schedule, retake and pass the test at a PSI Testing Facility within thirty (30) days from the original testing date. If, after 30 days the student has not passed, he/she will be placed on probation until the test is passed. There will be additional fees for every retest at PSI.

WORK EXPERIENCE ACTIVITIES

Work Experiences Activities are an essential part of the PGA Golf Management Program at Coastal Carolina University. A schedule for the Work Experience Activities has been developed for all incoming students and will be covered in detail. Work Experience Activities will be submitted to the PGA Golf Management faculty for approval. The activities will be reviewed and approved or, if unapproved, returned to the student for additional work. Completed and approved activities will be included in the on-line portfolio submitted to PGA.

PGA PLAYING ABILITY TEST

The Playing Ability Test is a requirement for membership in the PGA and for graduation with the PGA Specialization In order to pass the 36-hole PAT, student must achieve a 36-hole score within 15 shots of the course rating. For example, if the course rating is 72, the target score for the 36 holes would be 159 (72 x 2 = 144 + 15 = 159). The PAT is normally conducted in one day. The PAT is conducted from the middle tees of the golf course with
the hole locations set in the middle of the green in a generally flat area.

1. Any student registered for a PAT event but does not attend (is a no show) will be put on probation and subject to suspension from future PAT participation. PGA of America shall determine all suspension periods.

2. Students are required to attempt a PAT a minimum of one time each semester and minimum of two times per year, until it is successfully completed.

3. Any student who shoots more than fifteen strokes over the target score will be required to attend a personal meeting with the PGA Golf Management Director and/or the Director of Player Development to discuss playing ability and his/her future in the PGA Golf Management Program.

4. Registrations are taken in order of receipt at the PGA of America National Office and through PGALinks.com. There is a 14-day registration deadline for every PAT and an individual may be registered for only two PAT's at one time. The registration fee, paid at the time of registration, is $100 for each PAT and the registrant is responsible for all additional on-site fees.

5. Passing the PGA's Playing Ability Test (PAT) is a condition of graduation from the Coastal Carolina University PGA Golf Management Program.

6. Each student enrolled in the program who has not passed the PAT is required to attempt the PAT at least once each semester until the PAT is passed. Passing the playing test is a demonstration of the individual's mastery of an established skill level pertaining to the game of golf. Students who are unwilling to participate in the PAT on a regular basis until successfully passing it will be removed from the PGA Golf Management Program. The PAT is required for graduation. PGM students are required to take one PAT per semester. Students who do not show the ability or the inclination to pass the PAT will be counseled by the program Director to consider other available opportunities at Coastal Carolina University. The Coastal Carolina University PGA Golf Management Program has a PGA required Player Development Program to assist PGA Golf Management Program students in passing the PAT. Current PGA PAT guidelines and requirements can be found on the PGA's web site www.pgalinks.com.
PGA GOLF MANAGEMENT PROGRAM STUDENT TOURNAMENT REQUIREMENT

All PGA Golf Management Program students, regardless of PAT status, are required to play in four tournaments per semester. Up to two PAT attempts per semester will count as tournaments. Documentation will be kept as part of the student's file. Students who are unwilling to meet this playing requirement will be counseled as to their continued participation in our PGA Golf Management Program.

PGA GOLF MANAGEMENT PROGRAM CLUB REPAIR LAB

Students' safety while working in the club repair lab is important. Students are not allowed to do any club repair in the lab alone. Students using the club repair lab must have another PGA Golf Management Program student or PGA Golf Management Program faculty member present at all times.

PLAYER DEVELOPMENT PROGRAM

Students who have not passed the Playing Ability Test must be enrolled in the Player Development Program beginning with the first semester of enrollment until the Playing Ability Test is passed. The main purpose of the PGA Golf Management Player Development Program is to enhance the students playing ability to a level that will allow them to successfully pass the PAT. The Coastal Carolina University Player Development Program will evaluate each student's golf ability and instruct him/her on how to improve. Enrolled students are afforded the opportunity to work with any of the PGA members on staff for all areas of their golf game.

Students who are registered in the program have an assortment of technological assets available for their game improvement. The Charles Thrash Learning Center at the General James Hackler Golf Course serves as the hub of the Player Development Program utilizing state of the art technological advanced equipment for superior instruction. The V1 Swing Analysis System helps instructors and students identify flaws in a player's swing which helps develop a game improvement plan. Also, the V1 system stores a student's golf swing in a locker to show a student their progress or regression. Flightscope is used to measure revealing data at the moment of impact to help better club fit and show a student the result of a changed
movement. The combination of our technology and staff are key ingredients of the Player Development Program.

Students who successfully pass the PAT are not required to attend Player Development Sessions, but are welcome to attend to continue working on their game.

The requirements for students in the Player Development Program are as follows:
Semester Minimum Requirements:
• Students must take the PAT once per semester
• Students must play in two club tournaments per semester
• 1-Learning Center Lesson with PGA member
• 1-Course Lesson with PGA member
• 1-Range/Shortgame Lesson with PGA member

Additional instruction in weak areas may be substituted if the instructor sees fit.

Weekly Minimum Game Improvement Requirements
• 1 - 1 hour range session
• 2 hours total of short game practice (putting/chipping/pitching)
• 1 - 18 hole round (can be a combination of two 9 hole rounds)

All students must adhere to the requirements of the Coastal Carolina University Player Development Program or face suspension from the Coastal Carolina University PGA Golf Management Program.

Students are to monitor themselves and provide backup documentation of practice and progress upon request.

Students are encouraged to practice and play more often than the minimum requirements.

PGA GOLF MANAGEMENT CLUB

The PGA Golf Management Program Department at Coastal Carolina University sponsors a student organization - the PGM Club. The Club is
chartered by the University and the Student Government Association, and has all the rights and privileges of other campus-approved clubs. The Club elects a slate of officers for each academic year. A Board of Directors is selected with representatives included from each year's class. All elected officers and members of the Board of Directors must be in good standing with both the University and the PGA Golf Management Program. WCB currently requires 12 Professional Development Activities (PDAs) for graduation. The PGM Club has activities that both qualify and fulfill this requirement.

The PGA Golf Management Club provides both social and leadership opportunities for students with the PGA Golf Management Program. The members will primarily be responsible for scheduling and conducting golfing events for PGA Golf Management Program students. The PGA Golf Management Club is encouraged to participate in at least one community service activity each semester. This activity may take place either on or off campus. The community service activity does not have to be golf related.

The PGA Golf Management Club leadership will also serve in an advisory role to the PGA Golf Management Program Department. The PGA Golf Management Program Director will meet with the officers and Board of Directors at least once each semester. These meetings will be used to solicit input from the students, with the goal to improving the overall Golf Management Program experience for students. Student input will be documented and forwarded to the Dean of the Wall College of Business Administration.

Membership and participation in Coastal Carolina University's PGA Golf Management Program PGM Club is required. Any student who does not will be placed on probation from the PGA Golf Management Program.

THE HACKLER GOLF COURSE AT COASTAL CAROLINA UNIVERSITY

Coastal Carolina University owns and operates The Hackler Golf course, which is dedicated to the students in our PGA Golf Management Program and serves as a lab for the professional growth and development of our students.

As part of PGMP 301, The Hackler Golf Course golf shop serves as a "Model Golf Shop" and students are encouraged and welcome to meet with the
PGA Head Professional to discuss any aspect of the golf operation. Our students perform both inside and outside golf operations and the PGA Head Professional and the PGA First and Second Professionals are graduates of Coastal Carolina University and our PGA Golf Management Program.

**STUDENT ACCESS**

The Hackler Golf Course is owned and operated by Coastal Carolina University for the benefit of our PGA Golf Management Program students. The Hackler Golf Course also serves the university faculty, staff, students and general public. Our PGM students enjoy daily access to the course. PGM students can make tee times up to one week in advance to secure a preferred time and are encouraged to call for a tee time even on the day they want to play. Tee times are made and/or cancelled by calling the Hackler golf shop. Without a tee time, PGM students may expect a reasonable wait when arriving at the course. PGM students are responsible for meeting their tee time or calling to cancel their tee time. Any PGM student who makes two tee times and either no-shows or fails to cancel the tee time will lose their tee time privilege for up to ninety (90) days.

The practice range closes Monday through Friday from 1:00 pm until 4:00 pm for PGM students only. Practice balls are for PGM students only and are not to be given to non PGM students.

In cooperation with the Carolinas PGA Section, the Hackler Golf Course holds six to eight Playing Ability Test throughout the year. PGM students are required to take a PAT at least once per semester until passed.

**STUDENTS WITH DISABILITIES**

It is the policy of Coastal Carolina University that no otherwise qualified disabled individuals shall, solely by reason of their disability, be excluded from the participation in, be denied the benefits of, or be subjected to discrimination under any academic program or activity. Additionally, the PGA of America offers nonstandard testing accommodations for testing to those who qualify.

Students with disabilities can visit coastal.edu/disability services/ to find out
more information on their rights and responsibilities at Coastal Carolina University. The PGA requires 90 days prior notice for American Disability Act (ADA) requests. Therefore, students who request ADA accommodations are to notify the PGA Golf Management Program office during orientation and provide all applicable medical records.

MINORITY RECRUITMENT POLICY

The PGA Golf Management Program at Coastal Carolina University is dedicated to supporting the PGA objective of recruiting qualified minorities into the PGA Golf Management program.

PGA OF AMERICA BACKGROUND CHECK

Effective Jan. 1, 2010, all aspiring PGA members will undergo a background check as part of the PGA Golf Management University Program and will be responsible for paying the one-time cost associated with that check.

The overall objective of the program will help protect not only the individuals who interact with PGA professionals on a day to day basis via lessons, training and teaching; but also the prestigious brand of the PGA of America. The project ensures the PGA of America has a background check program that consistently and thoroughly screens all prospective members. The PGA will select a vendor to administer the background check, which will cover four major areas to verify information provided by the student on the application.

This background check is a standard of membership for all PGA Golf Management University Program students and must be completed prior to election to membership. Students need to visit validex.com/pga.asp to complete the required background check.

PGA GOLF MANAGEMENT SCHOLARSHIPS

Coastal Carolina University is pleased to announce the PGA Golf Management Scholarship Program for freshmen entering CCU. Students accepted to the Coastal Carolina University PGA Golf Management Program who meet the required academic qualifications and deadlines will automatically be considered for a scholarship. Following is a summary of the Coastal Carolina University PGA Golf Management scholarships and the qualifications/
deadlines.

**PGM Trustee Scholar**

The amount of this award: in state student is $4000 annually and out of state student is $9500 annually.

Criteria:
- Present a minimum SAT of 1250 or ACT of 27 and a minimum high school GPA of 3.5.
- Be admitted to the PGA Golf Management Program and meet the requirements of the scholarship by March 31, 2014.

**PGM University Scholar**

The amount of this award: in state student is $3000 annually and out of state student is $6500 annually.

Criteria:
- Present a minimum SAT of 1100 or ACT of 24 and a minimum high-school GPA of 3.5.
- Be admitted to the PGA Golf Management Program and meet the requirements of the scholarship by March 31, 2014.

**PGA Wall Scholar**

The amount of this award: in state student is $2500 annually and out of state student is $4,000 annually.

**Criteria:**
- Present a minimum SAT of 1000 or ACT of 21 and a minimum High school GPA of 3.0 and
- Be admitted to the PGA Golf Management Program and meet the requirements of the scholarship by March 31, 2014

**Notes:**
1. Criterion for high school GPA is based on a 4.0 grading scale. If your high school GPA is not based on a 4.0 scale, it will be recalculated for scholarship purposes.
2. Students must earn 30 credits annually with at least a 3.0 cumulative CCU GPA and remain active in the PGA Golf Management Program for renewal of the scholarship.

3. The maximum number of semesters of eligibility is dependent upon the status of the recipient at the point of matriculation to Coastal Carolina University. Freshman awards are for up to eight semesters and transfer awards are prorated according to the number of credits transferred.

4. Students may not receive a University Merit Scholarship and a PGA Golf Management award. All awards are based on available funding.

5. Information in this publication is subject to change without notification.

**Probation, Behavior and Termination Policy**

Students are subject to the Coastal Carolina University Code of Student Conduct, rules, regulations and policies of the Universities PGA Golf Management Program and are expected to follow the spirit of the PGA Code of Ethics found in the PGA Constitution.

Coastal Carolina University PGA Golf Management students will sign a Statement of Understanding when they enter the program that addresses the program's requirements. The intent of this Statement of Understanding is to insure that each Coastal Carolina University PGA Golf Management Program student understands the extent of the PGA Golf Management Program and what is required to successfully complete all the academic degree and Specialization graduation requirements.

Students who violate any of the following will be placed on program probation and suspension:

- Any violation of the Coastal Carolina University Code of Student Conduct.
- Disruptive classroom behavior in any university course or seminar experience.
- Failure to attend class
- Failure to take test re-takes as may be required
• Poor conduct while playing or practicing at the Hackler Golf Course or at any area course.
• Any behavior that is considered detrimental to the image and reputation of Coastal Carolina University or the PGA Golf Management Program.
• Any behavior that violates the PGA of America Code of Ethics.
• Failure to meet the four tournament per semester requirement, the PAT requirement or the Player Development Activities as required.

The consequences for conduct violations are as follows:

1st offense
Probation up to 30 days; up to 15 program service hours; reflection paper.

2nd offense
Probation up to 90 days; up to 25 program service hours; reflection paper.

3rd offense
Subject to termination

Probation - student placed on probation will not be permitted to:

1. Play at the Hackler Golf Course (students can use the putting green, short game area and range only)
2. Qualify for or play on any PGM team
3. Work at the Hackler Golf Course
4. Attend the PGA Merchandise Shows
5. Attend the PGA Leadership Conference
6. Serve on the PGA Golf Management Club Board of Directors
7. Play at any area golf courses
8. Students will turn in their PGA ID card to the PGM office
Coastal Carolina University's PGA Golf Management Program reserves the right to increase, decrease or modify penalties for any disciplinary probation sanctions in its sole and absolute discretion.

Program probation or termination will be documented in writing, reviewed with a signed by the student with a copy given to the student and a copy placed in the student's file.

Notification Procedure
Notification of any probation or termination will be documented in writing, reviewed with and given to the student and a copy placed in the student's file.

ACADEMIC PROBATION

Students placed on Program Academic Probation shall lose their golf privileges at all area golf courses. Additionally, they will lose their playing privileges at the Hackler Golf Course, however they will have access to the range, putting green, hitting bay, short-game area and three-hole Wee Course for practice.

ACADEMIC TERMINATION

Students who fail to take retakes as required and pass the test will be considered for termination from the PGA Golf Management Program on a case-by-case basis.

Students failing to stay in cohort and failing to meet PGM Program and university academic responsibilities; failing to meet program requirements like PAT attempts; failing to meet all probation and/or suspension penalties as required; violating provisions within our Policy and Procedures Manual; violating the Coastal Carolina University Code of Student Conduct may be terminated from our PGA Golf Management Program.

The PGA Golf Management Program reserves the right to terminate a student from the program for any violation of the program policy and procedures notwithstanding the disciplinary probation sanctions in its sole and absolute discretion.
DISMISSAL

Coastal Carolina University PGA Golf Management students will be expected to make steady, satisfactory progress throughout their stay at the University. Satisfactory progress is defined as maintaining a minimum GPA of 2.00 while making steady progress toward completing their degree requirements. If a student has two consecutive semesters with a GPA below 2.00 they will be considered for removal from the program.

PGA Golf Management students will also be expected to make steady progress toward completing their PGA membership requirements as outlined in the Retention section. For PGA Golf Management program requirements, each entering class will be considered as cohorts. They will be expected to meet Coastal Carolina University PGA Golf Management milestones with their cohort class. Only the University's PGA Golf Management Director can approve deviations from this cohort milestone schedule. If a student does not make satisfactory progress in their PGA Golf Management requirements; then dismissal actions from the program may be taken. Also, unsatisfactory performance during a PGA Golf Management Program sponsored internship is also grounds for removal from this program. Unless a student performs a grievous act, they will be formally counseled and given the opportunity to correct any academic or PGA training shortcomings. These counseling sessions will be documented in the student's permanent folder.

Also, students whose GPA falls below 2.0 will lose their off campus PGA Golf Management sponsored golfing privileges for the following semester. These off campus privileges will not normally be reinstated until the student's overall GPA returns to 2.0 or above.
Student Policies & Procedures Signature Page Student Statement of Understanding

I was issued the Coastal Carolina University PGA Golf Management Student Policies & Procedures Manual on ________________. As part of PGMP 101 and PGMP 102, PGA Golf Management Professional Development course, we reviewed and discussed the entire Student Policies & Procedures Manual.

I understand the entire Manual and the commitment it will take to meet the requirements set forth by the PGA of America, the PGA Golf Management Program and Coastal Carolina University. The PGA Golf Management staff has clearly explained all requirements to include:

1. The successful completion of the PGA's Playing Ability Test
2. Required participation in the Player Development Program
3. Internship Program requirement
4. The Hackler Golf Course rules and regulations
5. The PGA Golf Management Work Experience Activities
6. Requirement to successfully complete Level Q,1,2,3 testing
7. PGA Golf Management retake testing policy
8. The PGA Golf Management/Wall College of Business curriculum
9. Academic and behavior probation standards
10. Grounds for dismissal from the Coastal Carolina PGA Golf Management Program
11. PGA Golf Management Program associated costs
12. Student cohort requirement
13. The eight year time frame to become a PGA member
14. The required steps to become a PGA member
15. The background check through the PGA of America must be completed prior to election to Membership
16. Grounds for probation from the PGA Golf Management Program
17. The behavior policy for PGA Golf Management students
18. PGM classroom dress: no hats, tank tops or other dress deemed inappropriate or unprofessional.
19. Coastal Carolina University policy on tobacco use.
20. The requirement to play in four PGM tournaments per semester; one PAT per semester and the Player Development Program.
21. Attending class is a program requirement.

Student Signature ________________________________

Print Name ___________________________ Date. ___________
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PGA GOLF MANAGEMENT PROGRAM FACULTY

WILL MANN, PGA
PGA PAST PRESIDENT
DIRECTOR, PGA GOLF MANAGEMENT PROGRAM

Will Mann is the 31st President of The PGA of America and is a graduate of NC State University with a Bachelor’s Degree in Forestry. Mann brings the leadership and business perspective of an experienced and successful golf course owner, director of golf and golf course superintendent. Mann has a history of service to the PGA of America on both a Section and National level and is in the PGA of America Hall of Fame, the Carolinas PGA Section Hall of Fame and has been recognized as a Legend of the PGA OF America.

GIL FEAGIN, PGA
ASSISTANT DIRECTOR
INTERNSHIP DIRECTOR, PGA GOLF MANAGEMENT PROGRAM

Gill Feagin, a PGA member since 2001, is a graduate of Coastal Carolina University and has had a successful career in golf including being the PGA Director of Golf at Bay Tree Golf Plantation. Feagin served on the Carolinas Section PGA Board of Directors from 2008 to 2011 where he chaired the Apprentice Education Committee and the Awards and Honors Committee. Feagin currently serves on the PGA National Membership Committee.

PAIGE CRIBB, PGA, MBA
SECRETARY, CAROLINAS PGA SECTION
DIRECTOR OF STUDENT SUPPORT, PGA GOLF MANAGEMENT PROGRAM

Cribb graduated from UNC Wilmington with a Degree in Marketing where she was a four-year member of the women’s golf team. Cribb earned her MBA Degree from Coastal Carolina University in 2011. Cribb is currently serving as Secretary of the Carolinas PGA Section. She also serves on the PGA National Inclusion Committee. Cribb has been a PGA member since 1997 and held assistant and teaching positions at Legends Golf Resort, Heritage Golf Club and Bay Tree Resort. Prior to joining the faculty at Coastal Carolina University in 2008, Cribb was the PGA Head Golf Professional at Wachesaw Plantation East in Murrells Inlet.

MATT ROBERTS, PGA
DIRECTOR OF PLAYER DEVELOPMENT, PGA GOLF MANAGEMENT PROGRAM
Roberts graduated from Coastal Carolina University, Wall College of Business Administration, with a Bachelor of Science Degree in Marketing and earned a specialization in PGA Golf Management in 2006. Roberts most recent position was First Assistant at the University owned Hackler Golf Course. Roberts joined our faculty in 2013.

**Dr. DON BROOK, ED. D.**
**ADVISEMENT COORDINATOR, PGA GOLF MANAGEMENT PROGRAM**

Dr. Brook came to Coastal Carolina University in 1997 and joined the PGA Golf Management Program in 2011 as our Advisement Coordinator. His primary responsibility is academic advising and the preparation and processing of various university student related documents. In addition, he instructs career development workshops on such topics as cover letter and resume writing, telephone and in person interviewing skills. Prior to joining our program, he was the Director of the College of Business Wall Center for Excellence. Don earned his Bachelor, Master and Doctorate Degrees from universities in Michigan. Dr. Brook has an extensive background in public and education leadership and teaching.

**PRISCILLA HOWELL**
**STUDENT SERVICES COORDINATOR, PGA GOLF MANAGEMENT PROGRAM**

Howell is a 1983 graduate of Erskine College and has been with the PGA Golf Management program since 2002. Prior to joining Coastal Carolina University, Howell was the Reservation Coordinator at the 72-hole Wild Wing Golf Plantation. Howell has many responsibilities but none more important than being “the mom away from home.” Howell does academic advising, maintains student records, prepares our reports to the PGA and coordinates prospective student/family campus visits and counsels students.
ATTACHMENT “C” (subject to change)

WALL COLLEGE OF BUSINESS ADMINISTRATION
MANAGEMENT/PGA GOLF MANAGEMENT

Effective Fall 2015

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Summer - PGMP 180 Internship (1cr)

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SUMMER-PGMP 480 Internship (7 months) (3cr)
PGA Golf Management Course Outline

**Qualifying Level**
PGMP 101 (1 credit): Qualifying Level

**Level 1**
PGMP 102 (1 credit): Customer Relations and Tournament Operations
PGMP 180 (1 credit): Summer Internship I – 3 months
PGMP 201 (3 credits): Introduction to Teaching and Golf Club Performance and Golf Car Fleet Management
PGMP 202 (1 credit): Business Planning
PGMP 280 (1 credit): Summer Internship II – 3 months

**Level 2**
PGMP 301 (1 credit): Golf Operations and Merchandising & Inventory Management
PGMP 171 (3 credits): Turfgrass Management
PGMP 302 (1 credit): Intermediate Teaching and Golf Club Alteration
PGMP 225 (3 credits): Golf Course Design
PGMP 380 (1 credit): Summer Internship III – 3 months

**Level 3**
PGMP 401 (1 credit): Advanced Teaching, Player Development Programs & Teaching Business and Golf Club Fitting
PGMP 282 (3 credits): Food and Beverage Control
PGMP 402 (???): Human Resources & Supervising and Delegating and Career Enhancement
PGMP 480 (3 credits): Summer Internship IV – 7 months