

AMKT 474

Golf Course Operations (3 credit hours)

Prerequisites: ABUS 350

COURSE DESCRIPTION:

A study of the marketing and management techniques used to operate a golf course and clubhouse. Customer relations and product merchandising will be emphasized.

TEXTBOOKS: The Professional Golf Shop

INSTRUCTOR: William L. Shelburn
Associate Professor
Office Room 220, B&E Building
Phone 648-6851, ext. 3233
Email BillSh@usca.edu

OFFICE HOURS M W 2:15 to 3:30 pm
 TTH 1:30 to 3:00 pm
 T 4:20 to 4:50 pm

OBJECTIVES: Upon completion of this course students should be able to:

- Analyze the importance of selecting and training pro shop personnel.
- Evaluate the importance of good merchandising skills in operating a pro shop.
- Discuss the various means available for a golf professional to finance the stocking of a pro shop.
- Evaluate the different types of apparel and equipment sold in pro shops and the methods used to market them.
- Analyze the role that food and beverage sales play in the operation of a golf course.
- Distinguish between the different types of golf facilities and the type of clientele to which they appeal.
- Determine the importance of golf carts to various types of golf facilities.
- Evaluate the factors which go into proper clubfitting by a golf professional.
- Evaluate methods used in golf course construction and their costs
- Analyze new trends in the golf industry.

INSTRUCTIONAL PRACTICES: Class sessions will consist of lectures and class discussions. Heavy emphasis will be placed on lecture material. Students will be expected to draw upon knowledge gained in previous management and marketing courses as well

as materials in this course. Class lectures will include explanation of textbook material and additional information from assigned readings.

GRADING: The final grade will be determined as follows:

First Test	30%
Second Test	30%
Third Test	30%
Class Participation	10%

100%

Class participation consists of (1) attending class, (2) answering questions and contributing to class discussions concerning textbook material and additional material provided by the instructor

HOMEWORK AND ATTENDANCE: Students are expected to complete all homework assignments and to adhere to the attendance policies stated in the USC Aiken Bulletin. If absence is necessary the student is responsible for obtaining missed assignments.

TEST POLICY: Any student who misses a test must notify me within 24 hours of the test date or receive a grade of **“F”**. If a make-up test is required, it will be in **essay form only**.

GRADING SCALE:

90 - 100	A	77 - 70	C
88 - 89	B+	68 - 69	D+
87 - 80	B	67 - 60	D
78 - 79	C+	Below 60	F

DISABLED STUDENT SERVICES: If you have a physical, psychological, and/or learning disability which might affect your performance in this class, please contact the Office of Disability Services in 126A of the B&E Building, (803) 641-3609 as soon as possible. The Disability Services Office will determine appropriate accommodations based on medical documentation.

School of Business Administration

MISSION STATEMENT

The School of Business Administration at USC Aiken focuses on creating a caring learning environment in its accredited undergraduate program at multiple locations. The program prepares students to successfully meet the dynamic global, technological and ethical challenges of business and society.