

NEW Golf Related Educational Opportunities

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Occasionally there are new innovative golf related programs that should be brought to your attention. Obviously, most of you readers have already established yourselves and are not likely to enroll in new education programs, but there's always the chance you know of some young person seeking employment in some golf related capacity but isn't sure which way to go. Even if you don't have someone to pass this information onto, I'm sure you'll appreciate the progress schools are making in educational opportunities in regards to golf.

Lake City Community College — Florida

Course: Golf Course Operations

The program is divided into two choices. The first choice consists of the preliminary year of golf course mechanics and basic studies of math, reading, communications and typing. Upon completion of two semesters, the student can continue in the summer session in advanced golf course mechanics, resulting in a certificate.

The second choice is for students who wish to become golf course superintendents. After the initial two semesters they do not take the advanced mechanics, instead they are assigned to on-the-job training. After the OJT the students then return to school for two more years with studies of golf course operations, including another summer of OJT. Completion of the 3 year program awards the student with an Associate of Science degree in golf course operations.

Ferris State College — Big Rapids, Michigan

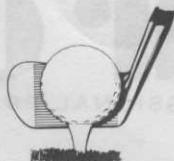
Course: Professional Golf Management

This program was started in 1975 with Ferris State and the PGA. The four and one-half year course results in a Bachelor of Science degree in Business and 24 credits towards membership in the PGA. The program's content is:

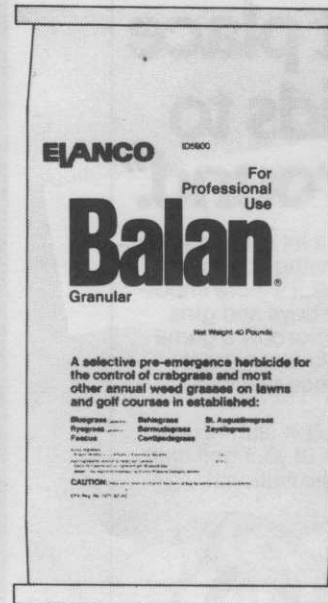
1. Golf course maintenance, design and construction.
2. Operation of a golf shop: marketing, merchandising, accounting and small business management.
3. Public relations: working with newspapers, TV and radio and relationships with the general public and amateur golfer.
4. Teaching skills and rules of the game along with club repair and fitting.
5. Organization and conduct of golf events.

Along with the on campus studies the students alternate six month periods with on-the-job internships.

Both of these schools definitely have their curriculum headed in a progressive manner. As golf and everything related to this sport continues to mature, it's pleasant to see that educational opportunities are keeping pace.



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