SAM HOUSTON STATE UNIVERSITY
PGA GOLF MANAGEMENT

INTERNERSHIP #2 – REQUIRED ACTIVITIES

CUSTOMER RELATIONS ................................................................. DUE JUNE 1
  o Activity 1: The Business Value of Effective Public Relations
  o Activity 2: Moments of Truth at My Facility
  o Activity 3: Strategies and Skills at My Facility
  o Activity 4: Improving Positive Engagement Routines

TOURNAMENT OPERATIONS ......................................................... DUE JULY 1
  o Activity 1: Develop a Tournament Business Plan – Case Study Facility
  o Activity 2: Plan and Prepare for a Tournament Event – Employment Facility
  o Activity 3: Run the Tournament – Employment Facility
  o Activity 4: Review and Evaluate the Tournament – Employment Facility

INTRODUCTION TO TEACHING AND GOLF CLUB PERFORMANCE ............... DUE AUGUST 1
  o Activity 1: Interview, Observations and Assessment
  o Activity 2: Lesson 1
  o Activity 3: Lesson 2
  o Activity 4: Lesson 3
  o Activity 5: Evidence for Learning