SAM HOUSTON STATE UNIVERSITY
PGA GOLF MANAGEMENT
INTERNSHIP #3 – REQUIRED ACTIVITIES

**MERCHANDISING AND INVENTORY MANAGEMENT** .......................................................... COMPLETED

- Activity 1: Phase 1: Define the Purpose of the Merchandise Operation
- Activity 2: Phase 1: Analyze Historical Performance Data and Information on Current Trends
- Activity 3: Phase 1: Develop a Comprehensive Buying Plan, including an OTB Plan, a MAP and Vendor Selection
- Activity 4: Phase 2: Purchasing and Managing Inventory
- Activity 5: Phase 3: Floor Layout and Displays
- Activity 6: Phase 4: Promoting and Selling
- Activity 7: Phase 5: Monitoring Performance and Making Adjustments

**TURFGRASS MANAGEMENT** .................................................................................................. COMPLETED

- Activity 1: Turfgrass at a Case Study Facility
- Activity 2: Interview the Course Superintendent
- Activity 3: Communications and Course Conditions
- Activity 4: Scheduled Maintenance at Your Facility
- Activity 5: Sustainable Practices at Your Facility
- Activity 6: Functional Course Design

**GOLF OPERATIONS**

*Due July 1*

- Activity 1: Creating a Promotional Strategy Using Your Case Study
- Activity 2: Defining and Aligning the Golf Operation with the Business Plan
- Activity 3: Assessing a Promotional Strategy at Your Facility
- Activity 4: Coordination and Collaboration at Your Facility
- Activity 5: Evaluating Operational Practices Linked to Pace-of-Play
- Activity 6: Yield Management

**INTERMEDIATE TEACHING AND GOLF CLUB ALTERATION**

*Due August 1*

- Activity 1: Develop and Conduct a Group Instructional Program
- Activity 2: Physical Fitness Evaluation and Summary
- Activity 3: Measure and Alter a Set of Golf Clubs