CALIFORNIA AND ARIZONA
Economics of Sports

J-Term 2014

Join the Economics Department as we study the economics of golf course design and management, and the economics of the LPGA and PGA tours. Travel to Monterey, San Diego, and Palm Desert, California, and Phoenix Arizona to interview golf course designers, LPGA and PGA officials, equipment manufactures, golf course managers, and play or walk a variety of courses. Program highlights include:

- Walk with Tiger at the famous Torrey Pines Golf Course in San Diego, California.
- Marshal at the Humana Challenge PGA tournament in La Quinta, California.
- Work the Shotlink greenside towers at a major PGA tournament.
- Learn the economics of staging the oldest LPGA tour event in Palm Desert.
- Discuss college golf with Tim Mickelson, coach of the ASU Sun Devil Golf Team.

Economics of Sports

Credit:

ECON 287/387

- Department Credit
- Prerequisites: none for 287, ECON 101 or 102 for 387

$2,895

Program Cost:

Includes airfare, lodging, breakfast, ground transportation, and four group dinners.

Faculty:

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http://www.plu.edu/studyaway/

Course Description:

Our golf course management focus will study how to optimize course attributes and price in the design and remodel process to appeal to a wide variety of playing preferences. Our tournament emphasis will use economics to investigate the determinants of professional golfer's earnings and entry decisions and discuss fascinating new research in prospect theory regarding loss aversion in tournament play. We will meet, and play golf with renowned golf economics expert Professor Stephen Shmanske, author of our textbook, "Golfonomics."

Application Deadline:

November 1, 2013. A non-refundable deposit of $50.00 is required with the application. A $250 non-refundable payment to confirm participation in the course is due within 10 days of notification of acceptance. Maximum 18 students.