



MARKETING STRATEGY

Programme Overview

- ❑ The importance of business analytics in planning your marketing strategy
- ❑ Understand the effective use of SWOT analysis and its application
- ❑ Introduction to the '7P's' of Marketing
- ❑ Utilising the AIDA model to better understand customers decision making processes
- ❑ Understand the role of a suite of marketing and communication tools for recruitment and retention activities
- ❑ Creating and implementing marketing campaigns to drive customer and member recruitment and retention

Who is this Certificate suitable for?

- ❑ Golf Club Managers
- ❑ Deputy Golf Club Managers
- ❑ Operations Manager / Sales Manager / Director of Golf or similar roles
- ❑ Honorary Secretaries

Learning and Development Outcomes for YOU and YOUR CLUB

You will gain a thorough understanding of how to utilise business analytics tools and to develop an effective marketing strategy to drive customer and member recruitment and retention

You will develop the skills and knowledge that a high performing Golf Club Manager must have to be able to effectively create and deliver a tailor-made marketing strategy for your golf club, with the outcome of enhancing revenue performance, member and customer engagement and long term success.

During a series of practical workshops, you will also identify and build out marketing campaigns specific to your golf club.



in Golf Operations and Hospitality

- ❑ This Certificate forms part of the GCMA Advanced Management Award in Golf Operations and Hospitality

Other Certificates in this Award

- ❑ Food & Beverage Management
- ❑ Sales & Service Delivery
- ❑ Golf Course Management for Golf Club Manager