

GCMA ADVANCED

Management Certificate

Marketing Strategy

Officially recognised by



Supported by:





GCMA **ADVANCED**

Management Programme



11 Individual Advanced Management Certificates



4 Advanced Management Awards

YOU choose the courses most important to YOU

Advance **YOUR** learning, **YOUR** development and **YOUR** career



Marketing Strategy

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.



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

Course length: 2 days (Residential)

CPD points: 32



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

BOOK NOW





GCMA **ADVANCED** Management Certificate

Meet our training provider



David Wheatley,
Medi8

What is your expertise in this area?

Founded in 2007, Medi8 Limited is a golf marketing specialist run by me and my sister, Nicole Wheatley. We have led on the design and delivery of successful marketing strategies for many of the best-known golf brands, governing bodies and golf clubs from around the world.

What can people expect from the course?

It will give participants the tools necessary to plan and deliver a marketing strategy that meets the needs of their club.

From identifying goals through business analysis, to implementing tactics that deliver on strategy, the course will provide insight and equip managers to make improvements at their club.

Why is this important?

Marketing touches every part of a club's activity.

It can feel overwhelming, but by applying the simple fundamentals that we will cover in the course, managers can make significant improvements across the club.

2025 Testimonials

“

Thought Provoking. Idea inducing. Tools to assess and improve my Club's current efforts.”

Sam Creffield

GCMA Accredited Aspiring Manager Level, PGA Professional, South Buckinghamshire Golf Club

“

The course was very informative and I have learned a lot from it.
I'm a better GM from attending the course and I would recommend it for any current or aspiring General Manager.”

Roger Hyder

General Manager, Canterbury Golf Club

“

The whole week was extremely useful and informative and I would recommend every Golf Club Manager to go and take the course.

I enjoyed the interaction with the other Managers. The trainers were extremely professional and very well prepared and professional.”

Rob Smith

**General Manager,
Radcliffe on Trent Golf Club**

“

The course was very engaging and interactive presented by very knowledgeable presenters. The content was in-depth and relevant to my needs and that of my Golf Club. I would recommend this to anyone who has a Club changing direction and requires help to guide the ship to a better, more structured future.”

Matt Robins

General Manager, Lee On-The-Solent Golf Club

Arrange a 1-2-1 to discuss AMP

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Introduction to the Chartered Management Institute

The GCMA is proud to be a **Chartered Management Institute (CMI) Recognised Training Provider** and the GCMA Advanced Management Programme has been **officially recognised** by the CMI against their professional standards.

In achieving one of our four CMI Recognised Advanced Management Awards, you will receive **one year's free membership to the CMI** and gain access to a wealth of resources and learning opportunities across a wide range of business and leadership topics.

About the CMI

The **CMI** works with business and education to inspire people to become skilled, confident and successful managers and leaders.

With a wealth of practical qualifications, events and networking opportunities on

offer, we help people boost their career prospects and connect them with other ambitious professionals across all industries and sectors. In fact, we have more than 100,000 people training to be better managers right now.

Backed by a unique Royal Charter, we are the only organisation that can award Chartered Manager status – the ultimate management accolade. Our thought leadership, research and online resources provide practical insight for both today's leaders and the next generation. This insight also means we can confidently represent our 180,000-plus membership community when speaking to policy makers.

FIND OUT MORE >>



www.gcma.org.uk



email hq@gcma.org.uk | call 01275 391153



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