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COURSE MAP

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PGA RECOGNIZED PROGRAMS

COURSE OVERVIEW

Credit Value	3
Cost	\$600
Delivery Method	In person
Course Duration	3 Consecutive Days
Course Availability	April-June & August/September. *Annual Workshop Schedule typically released early March

**1ST YEAR
REQUIRED COURSE**

COURSE OVERVIEW

Credit Value	1
Cost	\$125
Delivery Method	Asynchronous eLearning
Course Availability	All Year

Instructor of Beginner Golfers Workshop

The PGA of Canada, in partnership with Golf Canada and the Coaching Association of Canada, offers members access to the best instructional and coaching training in the world through the National Coaching Certification Program (NCCP). The NCCP is broken down into three streams: Community, Competition and Instruction, and includes subsequent contexts that align coaching activities with specific participants and their respective stages of development.

This three-day workshop, which falls under the Instruction NCCP stream, will have you working in groups, participating in active discussions, debating and more. Participants will be introduced to the different stages of motor learning and typical errors made by beginner golfers, cause and effect of ball flight laws, key teaching practices for new golfers, and other critical instructional elements. While traditionally viewed as a workshop for Apprentices, this workshop is designed for any member who is teaching players that are new to the game.

In this course, you will focus on 6 contexts:

- Teaching and Learning
- Risk Management
- Making Ethical Decisions
- Analyzing Performance
- Planning a Lesson
- Managing Elements of a Golf Instruction Program

Instructor of Beginner Golfers Evaluation

The *Instructor of Beginner Golfers Evaluation* is a key component of the National Coaching Certification Program (NCCP), offered in partnership by the PGA of Canada, Golf Canada, and the Coaching Association of Canada. Upon successful completion of the in-person workshop, participants will demonstrate their teaching abilities through an evaluative process that includes working closely with an industry expert evaluator, who will guide and assess their progress.

This evaluation process is aimed at ensuring that each participant has achieved the desired learning outcomes and can apply what they've learned to effectively coach beginner golfers. The evaluator will offer constructive feedback and guidance, helping to refine teaching methods and ensure that participants are ready to provide the best possible instruction for beginners.

Successful completion of this evaluation confirms a coach's proficiency in delivering quality, beginner-focused golf instruction.

Learning Outcomes

- Upon completing the evaluation, coaches will be able to:
- Utilize the principles learned in the Make Ethical Decisions (MED) module to navigate ethical dilemmas in coaching scenarios.
 - Create comprehensive training programs that outline clear goals,

(CONTINUED) Instructor of Beginner Golfers Evaluation

structured weekly plans, and appropriate progressions for beginner golfers.

- Use teaching assessment tools to evaluate personal coaching effectiveness and implement strategies for continuous improvement.
- Deliver clear, concise instructions and feedback tailored to the learning styles of beginner golfers.
- Design and implement training sessions that prioritize the safety and inclusive participation of all beginner golfers.

Evaluation

The evaluation process is designed to assess a coach’s ability to effectively instruct beginner golfers through three key components. The Make Ethical Decisions (MED) Module & Evaluation is completed online through the Coaching Association of Canada. Additionally, participants will submit a portfolio, which includes a 30-minute video lesson demonstrating their coaching abilities. Each component will be assessed individually, and successful completion of all components is required for certification.

COURSE OVERVIEW

Credit Value	1
Cost	\$175
Delivery Method	Asynchronous eLearning
Course Duration	Approximately 60-75 minutes, with additional time required to draft your career map and action plan
Course Availability	All Year



Career Literacy Part 1: Map Your Career Path

Successful individuals working in the industry’s top roles did not get to where they are by accident. They knew what they wanted and set career goals that aligned with their aspirations. In other words: they had a plan. In this course, you will learn about the various pathways available to you as a PGA of Canada professional and lay out a plan to achieve your dream job.

Career Literacy is a two-part series. In Part 1, *Map Your Career Path*, you will develop your own career plan in the form of a career map.

Learning Outcomes

- Analyze the career trajectories of some of Canada’s most respected Head Golf and Teaching Professionals
- Identify your strengths and passions and confirm you are on a career path that aligns with them
- Develop a career map and create an action plan to advance your career

Evaluation

Successful completion of this course is dependent on completion of the course content and a final knowledge check in the form of a quiz. A minimum of 70% must be achieved within 3 attempts to earn credit for this course. Any learner that does not meet the minimum grade and is choosing/required to retake the course will be able to do so at 50% off the regular course registration fee.

COURSE OVERVIEW

Credit Value	1
Cost	\$200
Delivery Method	Asynchronous eLearning
Course Duration	Approximately 60 minutes, with additional time required to draft your resume and cover letter and prepare for the interview.
Course Availability	All Year

Career Literacy Part 2: Get Your Goal Job

You are working towards your career goals and want to be prepared when it is time to apply for your next job. What are you going to do to maximize your chances of getting your goal job? Will you scan the job ads? Throw together a resume and cover letter and hope for an interview? Pray the interview goes well and be grateful when they offer you the job and accept the offer presented? If you answered “Yes” to most of these questions, you are not alone. However, there is a better way that will increase your chances of landing your goal job.

Learning Outcomes

- Identify the transferable skills needed to succeed in your goal job
- Develop a resume that highlights how your skills match what the employer is looking for
- Write a cover letter that makes you stand out from other candidates
- Prepare for a job interview so you are ready to discuss your experiences and accomplishments
- Develop a strategy for negotiating a job offer

Evaluation

Successful completion of this course is dependent on completion of the course content and a final knowledge check in the form of a quiz. A minimum of 70% must be achieved within 3 attempts to earn credit for this course. Any learner that does not meet the minimum grade and is choosing/required to retake the course will be able to do so at 50% off the course registration fee.

COURSE OVERVIEW

Credit Value	1
Cost	\$200
Delivery Method	Asynchronous eLearning
Course Duration	Approximately 60-90 minutes
Course Availability	All Year

Nurture a Growth Mindset

As a golf professional, it is important to recognize how self-awareness and a growth mindset contribute to your success personally and professionally. It’s never too late to pause, reflect and create highly-successful habits. Industry research and interviews with some of Canada’s top golf professionals repeatedly show that people who commit time and effort to develop self-awareness and nurture a growth mindset make smarter choices, develop skills more quickly, build better relationships, and live happier, more successful lives (Robinson, 2017, 2018).

Learning Outcomes

- Learn about the importance of self-awareness and how nurturing a growth mindset can lead to success personally and professionally
- Assess your current levels of self-awareness and growth mindset
- Use strategies to develop your self-awareness and growth mindset

Evaluation

Successful completion of this course is dependent on completion of the course content and a final knowledge check in the form of a quiz. A minimum of 70% must be achieved within 3 attempts to earn credit for this course. Any learner that does not meet the minimum grade and is choosing/required to retake the course will be able to do so at 50% off the regular course registration fee.

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COURSE OVERVIEW

Credit Value	0.5
Cost	Free
Delivery Method	Asynchronous eLearning
Course Duration	Approximately 75 minutes
Course Availability	All Year



Rules of Handicapping Certification

Handicapping is at the core of equitable competition in amateur golf, with few other sports enabling players to compete equitably across different skill levels the way that golf does. As the authorized national body responsible for implementing and administering the Rules of Handicapping, Golf Canada is proud to work in co-operation with the provincial golf associations, our member golf clubs and the PGA of Canada.

In this course, you will complete a 75 minute online seminar aimed at understanding how to administer the Rules of Handicapping properly and uphold the integrity of the World Handicap System, followed by a knowledge check.

Upon the successful completion of this course, you will be certified to administer the Rules of Handicapping at your golf course.

Learning Outcomes

- Understand the responsibilities of the player and golf club
- Know what constitutes an acceptable score for handicap purposes
- Understand how to adjust scores in common situations
- Understand how a Handicap Index is calculated, including concepts such as Playing Conditions Calculation (PCC), Low Handicap Index, Exceptional Score Reduction and Soft/Hard Cap procedures.
- Know the difference between Course Handicap & Playing Handicap
- Understand the responsibilities of the Club Handicap Committee, and tools that are available to support the Committee
- Be prepared to consult the Rules of Handicapping and its Appendices for further information and clarifications.

Evaluation

Successful completion of this course for credits is dependent on completion of the course content (approximately 75 minutes in length). The final grade is calculated solely on the knowledge check - an online knowledge check. The passing grade for certification is 70%

COURSE OVERVIEW

Credit Value	0.5
Cost	\$150
Delivery Method	Asynchronous eLearning
Course Duration	Approximately 60 minutes
Course Availability	All Year



History & Value of the PGA of Canada

This course will cover major areas of Canadian golf history including a brief background of the game, the evolution of golf professionals, significant moments in the PGA of Canada's 100+ year history, as well as some of our association's greatest players and most influential figures. This course will provide learners with an understanding of the benefits, resources and support offerings included with their annual membership.

Learning Outcomes

- Explain the services, programs, support, and benefits available to all PGA of Canada members
- Understand the storied history of the PGA of Canada
- Identify the PGA of Canada brand and the position of the association globally

Evaluation

Successful completion of this course is dependent on completion of the course content and a final knowledge check in the form of a quiz. A minimum of 70% must be achieved within 3 attempts to earn credit for this course. Any learner that does not meet the minimum grade and is choosing/required to retake the course will be able to do so at 50% off the regular course registration fee.

COURSE OVERVIEW

Credit Value	1
Cost	\$200
Delivery Method	Asynchronous eLearning
Course Duration	Approximately 60-90 minutes
Course Availability	All Year

Build Success through Equity, Diversity and Inclusion

The *Build Success Through Equity, Diversity, and Inclusion* course is designed to help PGA of Canada golf professionals understand the importance of fostering a diverse and inclusive environment within their organizations. Developed by Dr. Emma Stodel, an expert in Sport Psychology, Education, and eLearning, and adapted with permission from Special Olympics Canada, this asynchronous online course will guide you in creating a welcoming and respectful climate that can significantly enhance your organization’s success.

Through this course, you’ll explore strategies to recognize and address implicit biases, learn why diversity and inclusion are essential for business success, and gain practical tools for cultivating a more inclusive workplace. Whether you’re looking to improve team dynamics, attract a wider clientele, or contribute to a more equitable environment, this course will provide the knowledge and skills you need to make a positive impact.

Learning Outcomes

- Developing awareness of implicit biases and their potential consequences.
- Understanding the business value of a diverse and inclusive climate.
- Implementing strategies that can drive success through inclusion.
- Recognize some of your implicit biases and their potential negative impact
- Explain why it’s important to create a climate that is diverse and inclusive
- Apply strategies to foster diversity and inclusion to improve the success of your business

Evaluation

Successful completion of this course for credits is dependent on completion of the course content (approximately 60 - 75 minutes in length). The final grade is calculated solely on the knowledge check - an online, multiple choice quiz. The passing grade for this course is 70% and those results must be achieved in 3 quiz attempts. Any learner that does not meet the minimum grade and is choosing/required to retake the course will be able to do so at 50% off the course registration fee.

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COURSE OVERVIEW

Credit Value	3
Cost	\$450
Delivery Method	Synchronous E-Learning
Course Duration	4 modules, 2 weeks each
Course Availability	Winter and Fall Delivery

*This course is typically scheduled twice a year, leading into and out of the golf season. Registration closes one day before a session begins with limited spaces available.

Leadership Development in Golf Hospitality

Leadership Development in Golf Hospitality will help you elevate your game in the area of customer service and hospitality in the golf industry. Throughout this course, you'll gain a deeper understanding of the vital role hospitality plays—not only in ensuring the satisfaction of members and guests but also in driving the success of your business and advancing your career as a golf professional. You'll explore the principles of working in the hospitality industry and begin developing essential skills for success. A key focus will be on the concept of “unreasonable hospitality,” a philosophy introduced by renowned restaurateur and hospitality leader Will Guidara. By embracing this approach, you'll learn how to go above and beyond in creating extraordinary, unforgettable experiences for the members and guests at your facility.

Learning Outcomes

- By the end of this course you will be able to:
- Apply a hospitality lens to your work as a golf professional to improve business and personal success
- Develop your hospitality skills and refine your hospitality mindset
- Apply strategies for building relationships with members and guests
- Deliver unreasonable hospitality to your members and guests

Evaluation

The evaluation for this course is structured around the completion of key activities: Learn Its, Discuss Its, and Apply Its. These activities are designed to assess your understanding, participation, and application of course material. Each activity is evaluated using a detailed rubric, which measures your performance in specific areas such as comprehension, engagement, and practical application.

All the activities are mandatory and must be completed to the defined standards within the specified timelines for you to receive credit for this course.

COURSE OVERVIEW

Credit Value	3
Cost	\$450
Delivery Method	Live-instructed eLearning
Course Duration	4 Modules
Module Duration	Each module consists of one virtual session scheduled for 90 minutes, with additional time needed to complete the associated learning activities.
Course Availability	Winter and Fall Delivery

Driving Sales: Golf Marketing Essentials

This course provides a comprehensive introduction to marketing strategy tailored specifically for the golf industry. Through a blend of real-world examples, practical assignments, and group discussions, you will develop the skills needed to design effective marketing campaigns for your golf facility. By the end of the course, you'll be able to apply key marketing principles, including audience analysis, goal setting, channel selection, and messaging, to create a comprehensive marketing plan that addresses your facility's unique challenges and opportunities. The course culminates in a final project, where you will apply everything you've learned to create a customized marketing package and campaign for your golf facility.

This is a blended course, consisting of both synchronous and asynchronous learning activities across four modules. Each module is designed to build on the previous one, providing a comprehensive understanding of how to develop and implement a successful marketing strategy.

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(CONTINUED) Driving Sales: Golf Marketing Essentials

Learning Outcomes

- Understand key marketing principles, including audience analysis, goal setting, channel selection, and messaging, to create an effective golf marketing strategy.
- Develop and refine marketing goals using the Know, Like, Trust model and align them with the customer journey.
- Identify and segment target audiences by creating detailed customer personas and defining unique value propositions.
- Select and optimize marketing channels based on budget, audience preferences, and message alignment, incorporating both digital and traditional methods.
- Design and execute a comprehensive marketing campaign tailored to a golf facility, including strategic messaging and engagement tactics.
- Measure and analyze campaign effectiveness using conversion analysis and other marketing metrics to improve and optimize results.

Evaluation

Successful completion of this course for credits requires full participation in course activities and assignments. The final grade is based on a combination of engagement, discussion contributions, applied assignments, and a final project. The passing grade for this course is 70%.

- **20% - Participation & Engagement:** Active involvement in live sessions and group discussions to foster a collaborative learning environment.
- **20% - Weekly Discussions (Discuss Its!):** Engagement in weekly discussion posts with at least two peer responses to encourage knowledge sharing.
- **30% - Weekly Assignments (Apply Its!):** Completion of practical assignments demonstrating application of course concepts.
- **30% - Final Project:** Development of a comprehensive marketing campaign for a golf facility, integrating key course concepts into a strategic solution.

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Credit Value	3 - 5
Cost	\$100

Post-Secondary Education

Formal education is not a mandatory requirement of the PGA of Canada, however, it is strongly recommended based on the individual's desired career path as determined through the *Career Literacy* courses.

Individuals who have completed formal education, outside of the PGA of Canada recognized Partner Pathways can receive 3 - 5 credit towards their Class "A" designation based on the following criteria:

- 3 credits – 3-year diploma from a recognized college
- 4 credits – University degree or 3-year diploma with additional certificate/diploma program
- 5 credits – Masters or PhD

Formal education submissions will be reviewed individually and must be related to the individual's career path in golf (e.g. business, commerce, marketing, communications, kinesiology/sport science, and sport management).

All formal education credits are based on completion of the diploma/degree. Official transcripts and proof of degree must be submitted.

COURSE OVERVIEW	
Credit Value	2
Cost	\$250
Delivery Method	Asynchronous eLearning
Course Duration	Approximately 120-160 minutes
Course Availability	All Year

Improving Your Golf Club Operations

The effective operation of a golf business requires careful identification, development and maintenance of practices related to various functional areas. This course includes a set of exercises that provides learners with a functional and strategic understanding of the workings of a golf operation. Learners will explore an operation from various points of view including planning, managing, controlling, staffing, budgeting, and environmental analysis and strategy. Learners will gain knowledge about golf operations from a broad and detailed perspective.

Learning Outcomes

- Identify the characteristics of a successful golf operation
- Identify, acquire and make use of demographic information
- Identify key analytics and variables of your tee sheet data
- Use newly acquired information to identify opportunities and put a plan in place to capitalize on them
- Identify risks associated with golf operations and plan mitigation strategies
- Examine your current operations procedures for areas of concern and then plan improvements
- Develop mitigation and prevention strategies for personal injury and property damage at your facility

Evaluation

This course provides learners the opportunity to be evaluated in one of two ways:

1. Learners can complete the quiz after the course content is completed.
2. Learners have the option to present and discuss an idea with the evaluator on a new concept or learning outcome from the course.

COURSE OVERVIEW

Credit Value	2
Cost	\$300
Delivery Method	Asynchronous eLearning
Course Duration	Approximately 90-120 minutes
Course Availability	All Year

Maximize Your Profit: Selling Products and Services

You can have the best product or service around but if nobody knows about it, success may elude you and your operation. Would you like to learn more about sales and service? Whether you are a teaching pro or operations specialist at a public, private or resort facility, running the business side of the operation is one of the most important aspects of your role as a golf professional. In this self-directed course, you will complete a series of assignments that combine to form a sales plan. This sales plan can serve as a tool you can implement at your facility and/or use as a template for future roles. Having the knowledge and confidence to build and execute a sales plan from scratch will be a welcome addition to your professional toolkit.

Learning Outcomes

- Using research on consumer trends and behaviour to guide product and service offerings at your facility
- Engaging staff in product and service decisions to build an understanding of offerings and ensure consistent messaging throughout the facility
- Creating sales plans to deliver on yearly sales goals
- Reducing prices of products and services in the right way at the right time

This module will take you approximately 90 minutes to complete, with additional time required to complete the project.

Evaluation

In the *Maximize Your Profit: Selling Products and Services* course, you are required to submit a project for grading as well as complete the learning module. You will be graded using a rubric and must achieve a level 3 or 4 on each criterion to receive credit for this course.

COURSE OVERVIEW

Credit Value	1
Cost	\$125
Delivery Method	Asynchronous eLearning
Course Duration	Approximately 60-90 minutes
Course Availability	All Year

Trends in the Golf Industry

PGA professionals are expected to be on top of trends both inside and outside of the golf industry. Disruption and innovation are pivotal to the success of any business, and golf is no different. This course will take a look at evolving trends, consumer behaviours, business innovation, technology, and more. Learn how to drive revenue at your facility with some of these new concepts and ideas.

Learning Outcomes

- Explain golf industry products, trends, business practices and teaching
- Identify how to stay current in the industry (e.g. podcasts, media releases, case studies, etc.)
- Summarize new technology or products that have been released or updated in the past two years
- Evaluate new products and determine how they could be implemented at your facility
- Critically assess related industries to determine the latest trends that can influence your facility

Evaluation

Successful completion of this course is dependent on completion of the course content and a final knowledge check in the form of a quiz. A minimum of 70% must be achieved within 3 attempts to earn credit for this course. Any learner that does not meet the minimum grade and is choosing/required to retake the course will be able to do so at 50% off.

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Credit Value	2
Cost	\$250
Delivery Method	Asynchronous eLearning
Course Duration	Approximately 75-90 minutes with additional time required to develop an online and social presence
Course Availability	All Year

Develop Your Personal Brand

To be successful as a golf professional, you will need to market yourself and your facility as a brand. Personal branding is the process of establishing your reputation and defining what it means to be you. The ultimate goal of personal branding is to create a loyal base of customers and ensure that you and your facility are top of mind for those looking for the products and services you offer. In this course, you will develop your personal brand and devise a strategy for communicating your value to grow your reach.

Learning Outcomes

- Define your personal brand
- Learn how to improve your online presence and appear in relevant search results
- Develop a social media strategy to promote your brand and grow your reach

Evaluation

Successful completion of this course is dependent on completion of the course content and a final knowledge check in the form of a quiz. A minimum of 70% must be achieved within 3 attempts to earn credit for this course. Any learner that does not meet the minimum grade and is choosing/required to retake the course will be able to do so at 50% off the regular course registration fee.

COURSE OVERVIEW	
Credit Value	2
Cost	\$275
Delivery Method	Asynchronous eLearning
Course Duration	Approximately 90 minutes
Course Availability	All Year

Know Your Value and How to Negotiate

This course is designed to help you ensure you are compensated appropriately in your role in the golf industry. If it's time to negotiate a salary increase in your current role or you are changing roles and want to ensure you are compensated fairly, this module is for you! Whatever your situation, you'll need to be able to sell yourself and communicate your value to your employer. In this module, you will match your skills and experience to those desired by the employer, align your professional brand to theirs, and then develop a personal value proposition (PVP) that you can use to clearly communicate your value to the employer. You'll then learn how to negotiate a compensation package that makes you feel valued in your role.

Learning Outcomes

- Describe the importance of a PVP and how it can be used to market yourself
- Write a PVP that communicates your value to an employer
- Define a compensation package that makes you feel valued
- Use effective strategies to negotiate your value

Evaluation

Successful completion of this course for credits is dependent on completion of the course content (~ 90 minutes in length) and the successful completion of the final course evaluation (reaching a minimum of 70%). Any learner that does not meet the minimum grade and is choosing/required to retake the course will be able to do so at 50% off.



TEACHING COURSES

COURSE OVERVIEW

Credit Value	3
Cost	\$500
Delivery Method	Blended Learning (eLearning module and in-person workshop)
Course Duration	2 Consecutive Days
Course Availability	November-March

Instructor of Intermediate Golfers Workshop

The PGA of Canada, in partnership with Golf Canada and the Coaching Association of Canada, offers members access to the best instructional and coaching training in the world through the National Coaching Certification Program (NCCP). The NCCP is broken down into three streams: Community, Competition and Instruction, and includes subsequent contexts that align coaching activities with specific participants and their respective stages of development.

This initiative allows members of the PGA of Canada to identify themselves as having a certified level of expertise in the fields of golf instruction and coaching, allowing members to differentiate themselves with club owners and the golfing public.

Instructor of Intermediate Golfers builds on many of the core principles from *Instructor of Beginner Golfers*, providing learners with a deeper understanding of instructional elements. New learnings include techniques for individualizing instruction for players with different preferred perceptual channels, learning styles and levels of confidence; observation, detection and correction of performance; and how to best deliver feedback/progress reports to your students. Learn how to apply a sound business approach to organize, promote and implement an instructional program for intermediate golfers.

COURSE OVERVIEW

Credit Value	1
Cost	\$125
Delivery Method	Asynchronous E-Learning
Course Duration	At Learner's Pace
Course Availability	All Year

Instructor of Intermediate Golfers Evaluation

The Instructor of Intermediate Golfers Evaluation is an essential part of the National Coaching Certification Program (NCCP), developed in partnership with the PGA of Canada, Golf Canada, and the Coaching Association of Canada. This evaluation is designed to help golf coaches enhance their ability to instruct golfers who are past the beginner stage and are advancing in their game.

The Instructor of Intermediate Golfers evaluation builds upon the principles introduced in the Instructor of Beginner Golfers workshop. It assesses the knowledge and skills developed in the Instructor of Intermediate Golfers workshop, focusing on the ability to tailor instruction to golfers' varying learning styles, perceptual preferences, and confidence levels.

Learning Outcomes

- Understand how to tailor coaching strategies to meet the individual needs of intermediate golfers based on their learning preferences, perceptual channels, and confidence levels.
- Develop skills to observe, detect, and correct performance issues effectively, offering actionable advice to help golfers improve their technique.
- Implement strategies for providing clear, constructive feedback that supports golfers' growth and enhances their performance.
- Learn how to structure, promote, and implement an instructional program that targets intermediate golfers, incorporating effective

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business strategies to enhance program success.

- Create detailed progress reports that provide valuable insights into a golfer’s development, allowing for better tracking and communication of improvement areas.

Evaluation Method

The evaluation for the Instructor of Intermediate Golfers workshop is designed to assess a coach’s ability to teach and coach intermediate-level golfers through a portfolio, which includes a 30-minute video lesson demonstrating their coaching abilities. Each component will be assessed individually, and successful completion of all components is required for certification.



COACHING COURSES

COURSE OVERVIEW

Credit Value	3
Cost	\$600
Delivery Method	Blended Learning (eLearning module and in-person workshop)
Course Duration	2 Consecutive Days
Course Availability	April-June and September-October. *Annual Workshop Schedule typically released early March

Coach of New Competitors Workshop

The National Coaching Certification Program (NCCP) is developed in partnership with the Coaching Association of Canada (CAC) and Golf Canada. The NCCP is broken down in three streams: Community, Competition and Instruction.

The focus of coaches typically involves analyzing multiple performance factors such as periodized planning, developing athletic abilities, tournament planning, managing relationships, supporting athletes at competitions, working with other support staff, and reporting on athlete progress. Coaches will be equipped in this workshop to better introduce their players to a competitive environment, understand the ramifications of winning and losing, expose their athletes to training as a foundation for the competitive experience, as well as introduce their athletes to participation in regional competitions.

Learning Outcomes

- Ability to create a fun learning environment and incorporate play as a learning tool
- Experience in golf and/or sport competition and ability to introduce juniors to competition
- Develop problem solving and critical thinking skills in athletes
- Understand and possess the ability to develop physical literacy
- Understand the basic rules of golf
- Ability to develop basic golf skills
- Gain an introductory level of knowledge regarding fitness and nutrition
- Develop strong communication and organizational skills as it relates to athletes and parents
- Understand growth and development principles
- Focus on performance goals and process
- Introduction to management of statistics

COURSE OVERVIEW

Credit Value	1
Cost	\$125
Delivery Method	Portfolio and Video Submission
Course Duration	At Learner's Pace
Course Availability	All Year

Coach of New Competitors Evaluation

The *Coach of New Competitors Evaluation* is a key component of the National Coaching Certification Program (NCCP), developed in partnership with the PGA of Canada, Golf Canada, and the Coaching Association of Canada.

This evaluation is specifically designed for coaches who have participated in the Coach of New Competitors workshop and work with athletes at the beginner-to-intermediate competitive level, aiming to introduce them to competition and help them develop a strong foundation for their competitive careers.

The evaluation builds on the fundamentals of coaching and teaching, offering coaches the tools to guide their athletes through the early stages of competition. The workshop equips coaches to foster a positive and fun learning environment, develop critical thinking and problem-solving skills, and introduce the physical, mental, and strategic components of golf competition. Coaches will also learn how to support their athletes in their

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(CONTINUED) Coach of New Competitors Evaluation

journey to regional competitions while emphasizing skill development, goal setting, and understanding the basic rules of golf.

Upon completion of the workshop, coaches will undergo an evaluation process designed to assess their ability to effectively introduce new competitors to the sport, develop their skills, and guide them in their first competitive experiences.

Learning Outcomes

Upon completing the evaluation, coaches will be able to:

- Design and deliver sessions that are enjoyable and incorporate play as a tool for learning, helping new competitors build confidence and enthusiasm for the sport.
- Understand the key aspects of preparing athletes for competition, including developing competition strategies, managing competition pressure, and supporting athletes during their first competitive experiences.
- Foster the development of critical thinking and decision-making abilities in athletes, helping them adapt to various competitive scenarios and improve performance under pressure.
- Understand and apply physical literacy principles to develop athletes' coordination, strength, and agility, which are crucial for golf performance and overall athletic development.
- Teach the foundational skills of golf, focusing on technique, consistency, and improving performance in game settings.
- Gain introductory knowledge in fitness and nutrition, and learn how these factors contribute to the overall performance and well-being of young athletes.
- Develop strong communication skills to engage with athletes, set expectations, and foster positive relationships with parents to ensure support for the athlete's development.
- Incorporate principles of athlete development that consider the physical, mental, and emotional growth stages of young competitors.
- Help athletes set performance-based goals and understand the process of achieving these goals, focusing on continual improvement rather than solely on results.
- Gain an introductory understanding of how to track and analyze performance data, providing valuable insights for ongoing improvement.

Evaluation

The *Coach of New Competitors Evaluation* is designed to assess a coach's ability to introduce and develop beginner competitors through practical and theoretical components: The evaluation for the Coach of New Competitors context is designed to assess a coach's ability to coach intermediate-level golfers through a portfolio. Each component will be assessed individually, and successful completion of all components is required for certification.

After submitting the materials, coaches will receive detailed feedback from an evaluator, who will assess the submissions based on a set rubric that evaluates coaching standards.

Each component will be assessed individually, and successful completion of all components is required for certification. Coaches will receive comprehensive feedback to guide their continued growth and success in coaching competitive golfers.

COURSE OVERVIEW

Credit Value	4
Cost	\$1,725
Delivery Method	In person
Course Duration	Five Days
Course Availability	Bi-annually*

Coach of Developing Competitors Workshop

The National Coaching Certification Program (NCCP) is developed in partnership with the PGA of Canada, Golf Canada, and the Coaching Association of Canada. The NCCP is broken down into three streams: Community, Competition and Instruction.

The *Coach of Developing Competitors* is the highest coaching content for golf coaching in Canada, and is a truly unique learning experience, designed for coaches working with athletes in the Learn to Compete and Train to Compete stages of Long-Term Player Development (LTPD). This in-person training is aimed at helping coaches enhance their skills in developing athletes’ technical, tactical, and physical abilities to excel in competitive golf.

During this 5-day workshop, coaches will participate in a comprehensive training program that includes both multi-sport modules and sport-specific content focused on golf. These modules cover essential coaching competencies such as athletic development, performance planning, psychology of performance, and technical analysis. Additionally, coaches will engage in an outdoor component, where they can apply their learning in real-world practice settings.

This workshop will empower coaches to better prepare athletes for competition by developing their athletic abilities, analyzing performance, and implementing effective training plans. Upon completion, coaches will be able to apply evidence-based techniques to improve their athletes’ performance and guide them through the competitive process.

Learning Outcomes

Upon successful completion of the *Coach of Developing Competitors* workshop, coaches will be able to:

Develop Athletic Abilities:

- Analyze golf-specific training and competition situations to identify key athletic abilities that support performance.
- Interpret test results to assess important athletic qualities and adapt training methods accordingly.
- Select appropriate training methods and workloads tailored to athletes’ developmental stages and training experience.

Analyze Performance:

- Observe and assess technical and tactical performance by identifying Key Performance Indicators (KPIs).
- Utilize technology to enhance performance analysis and detect areas for improvement.
- Implement corrections and track progress to enhance technical and tactical performance over time.

Psychology of Performance:

- Identify key focus skills that help athletes achieve goals in training and competition.
- Train athletes in focus skills, debrief their performances, and help them set outcome, performance, and process goals.
- Work with athletes to develop mental strategies for maintaining focus under competitive pressure.

Plan a Practice:

- Integrate yearly training priorities into practice sessions and adjust exercises based on athlete responses.

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(CONTINUED) Coach of Developing Competitors Workshop

- Design and sequence drills to build technical and tactical abilities over multiple microcycles.
- Ensure consistency and logical progression in training programs, aligning with the athlete’s development needs.

Understand and Apply Multi-Sport Coaching Skills:

- Complete six multi-sport modules (Coaching and Leading Effectively, Managing Conflict, Leading Drug-Free Sport, Prevention and Recovery, Performance Planning, Make Ethical Decisions) that enhance the coach’s general coaching abilities across various sports, including golf.

Create a Positive Learning Environment:

- Foster an inclusive, motivational atmosphere that encourages athletes to strive for excellence and enjoy the process of competition.

COURSE OVERVIEW

Credit Value	2
Cost	\$1,225
Delivery Method	Self-Paced
Course Availability	All Year

Coach of Developing Competitors Evaluation

The *Coach of Developing Competitors Evaluation* is the highest-level certification within the National Coaching Certification Program (NCCP), developed in partnership with the PGA of Canada, Golf Canada, and the Coaching Association of Canada. This advanced evaluation is designed for experienced coaches working with athletes in the Train to Compete and Learn to Compete stages of Long-Term Player Development (LTPD).

Coaches who have attended the *Coach of Developing Competitors Workshop* will undergo an evaluation process that includes the submission of a portfolio, the completion of multi-sport modules, and an in-person assessment at a competitive event. The evaluation will assess coaches’ ability to develop athletes in a high-performance context, preparing them for competition at local, regional, and higher levels.

This evaluation challenges coaches to demonstrate their expertise through real-world application, where they will guide athletes through training, competitive performance, and psychological aspects of competition. The process ensures that coaches are equipped to effectively manage athlete development in the competitive environment.

Learning Outcomes

Upon successful completion of the Coach of Developing Competitors Evaluation, coaches will be able to:

Develop Athlete-Specific Training Programs:

- Create and implement specialized training plans that target the physical, technical, and mental aspects of golf, considering each athlete’s developmental stage and competition goals.

Apply Performance Planning and Analysis:

- Use performance data and analysis tools to monitor and evaluate athlete progress, ensuring a consistent approach toward skill development and competitive performance.

Utilize Psychological Skills for Competition:

- Implement mental preparation strategies to help athletes handle competition stress, focus on performance goals, and maintain a positive mindset under pressure.

Adapt Coaching Strategies for High-Performance Environments:

- Demonstrate the ability to adapt coaching techniques in real-time during competitive events, adjusting strategies based on the athlete's performance and competition conditions.

Coach Through Effective Communication:

- Foster strong relationships with athletes, providing clear, actionable feedback and setting expectations for both practice and competitive performance.

Manage Athlete Development Holistically:

- Apply principles of growth and development across physical, psychological, and tactical areas to support athletes' progression toward elite competition.

Monitor and Enhance Athlete Performance:

- Track key performance indicators (KPIs) and implement corrections based on performance analysis during training and competition.

Complete Multi-Sport Modules:

- Successfully complete and integrate multi-sport modules into coaching practice, focusing on Coaching and Leading Effectively, Managing Conflict, Leading Drug-Free Sport, Prevention and Recovery, Performance Planning, and Make Ethical Decisions.

Evaluation

The Coach of Developing Competitors Evaluation is a multi-step process that includes a portfolio submission and in-person assessment at a tournament.

Portfolio Submission

Coaches will submit a detailed portfolio showcasing their athlete development plans, training programs, competition strategies, and performance assessments. This portfolio will demonstrate the coach's ability to create and implement tailored coaching plans for competitive athletes.

In-Person Assessment at a Tournament

The final component of the evaluation involves an in-person assessment at a competitive event where coaches will demonstrate their ability to guide athletes in a live competition setting. The coach will be evaluated on their performance in a range of areas, including athlete support, tactical adjustments, and real-time problem-solving during the competition.

Evaluators will observe how the coach interacts with athletes, implements competition strategies, and manages performance under pressure.

After the in-person assessment, coaches will receive detailed feedback from the evaluator. This feedback will be based on a set of standards, evaluating the coach's effectiveness in various domains, including technical, tactical, and psychological coaching. Successful completion of all components—including the portfolio submission, multi-sport modules, and in-person tournament assessment—will lead to certification as a *Coach of Developing Competitors*.

This certification marks the coach's ability to effectively guide athletes at the Train to Compete and Learn to Compete stages, preparing them for success in high-level competition.



TEACHING & COACHING

COURSE OVERVIEW

Credit Value	2
Cost	\$300
Delivery Method	Asynchronous eLearning
Course Duration	The module will take ~2 hours, with additional time needed to complete the course evaluation
Course Availability	All Year

Pursuing Excellence in Junior Coaching: Part I

Pursuing Excellence in Junior Coaching is not a typical foundational coach education program. Instead of focusing solely on technical coaching skills, this course explores key topics often overlooked in traditional junior coaching programs. The goal is to help coaches create environments that support long-term athlete development and success in youth sport.

Part 1 of the program is designed for coaches working with juniors aged 8-12 years old and consists of two online modules and two live facilitated sessions. Part 1 can be taken as a standalone course or as the starting point for the full *Pursuing Excellence in Junior Coaching* program. Coaches working with younger athletes (ages 3-6) or more competitive juniors (ages 10-14) are encouraged to complete the entire program for a comprehensive understanding of junior coaching best practices.

Learning Outcomes

By the end of this course, you will be able to:

- Design sessions that are fun for junior golfers
- Select activities that develop fundamental movement skills and support the development of physical literacy in junior golfers
- Integrate the teaching of life skills in your junior golf sessions
- Plan quality junior golf programs
- Apply strategies for managing groups of junior golfers
- Design safe and inclusive sport environments

Evaluation

Successful completion of this course is dependent on completion of the course content and a final knowledge check in the form of a quiz. A minimum of 70% must be achieved within 3 attempts to earn credit for this course.

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COURSE OVERVIEW	
Credit Value	4
Cost	\$325
Delivery Method	Blended Learning
Course Duration	1 live session
Course Availability	Winter & Fall Delivery (four sessions per year)

Pursuing Excellence in Junior Coaching: Part 2

Pursuing Excellence in Junior Coaching is a specialized program designed for junior golf coaches who are eager to enhance their coaching skills and deepen their understanding of youth sports. This course builds on foundational principles, focusing on the often-overlooked aspects of junior coaching that are critical for fostering a positive and effective learning environment.

This course is designed for coaches working with younger golfers aged 3-6 or older, and more competitive players aged 10-14, this program equips you with practical strategies to create engaging and supportive experiences for your athletes. You will explore key topics such as athlete development, effective communication, and the importance of a holistic approach to coaching that prioritizes the well-being of young players.

Learners must successfully complete Pursuing Excellence in Junior Coaching: Part 1 before enrolling in Part 2.

Learning Outcomes

- Recognize there are specific periods related to growth and development when juniors are especially responsive to specific types of training
- Describe effective strategies for coaching 3-6 year olds
- Design activities to improve tactical, technical, mental and physical skill development using the constraints-led approach
- Explain the components of seasonal planning and why it's important to plan
- Develop a positive relationship with the parents/guardians of junior golfers

Evaluation

The Pursuing Excellence in Junior Coaching program comprises of two online modules and two live facilitated sessions, culminating with a capstone project and evaluation.

Successful completion of this course for credits is dependent on completion of the course content, attendance at both live-instructed sessions and the successful completion of the capstone project (reaching a minimum of 70%) within 3 attempts.

COURSE OVERVIEW	
Credit Value	2
Cost	\$300
Delivery Method	Asynchronous eLearning
Course Duration	Approximately 90-120 minutes
Course Availability	All Year

Using Technology to Improve Your Teaching Business

In the current teaching climate, subjective assessments of the golf swing are becoming fast outdated. New technologies are advancing the game in all areas — including teaching. There is an increasing number of available diagnostic tools such as launch monitors, pressure and force plates, and 3D-motion capture technologies that can help you more precisely analyze the golf swing. Learn how to harness the power of technology to detect errors in the golf swing and improve your instructional ability.

Learning Outcomes

- Explain the basic movements of the human body and how they relate to the golf swing
- Describe how video, launch monitors, pressure and force plates, and 3D-motion technologies can be used to capture, interpret and present information on the golf swing
- Develop new ideas for revenue generation using technology
- Develop a basic business plan for investing in technology

COURSE OVERVIEW

Credit Value	3
Cost	\$425
Delivery Method	Live-instructed eLearning
Course Duration	4 Sessions (8 weeks)
Session Length	Each session is scheduled for 90 minutes
Course Availability	Winter and Fall Delivery

*This course is typically scheduled twice a year, leading into and out of the golf season. Registration closes one day before a session begins with limited spaces available.

Building and Leading a Small Business

Do you have a great business idea? Do you dream of expanding an existing business? Do you often wonder if you are maximizing your earning potential as a PGA of Canada professional? If you answered “Yes” to any of these questions, then *Building and Leading a Small Business* is a must for your professional development. In this course, you will be led by an experienced facilitator who will deliver key information related to planning, launching and growing your small business. The business knowledge delivered in this course is highly relevant and includes topics such as researching your industry, identifying your niche, finding your customer, branding your business, communicating with your markets, and the basics of ownership, financing, accounting, management, and leadership. By the end of this course, you will develop a personalized business plan that you can put into action.

Learning Outcomes

- Explain what it means to have an entrepreneurial mindset
- Explain the difference between being an entrepreneur and having an entrepreneurial mindset
- Identify the skills and strengths required to start your own small business
- Create a business case
- Explain who you are targeting and why you have chosen that niche
- Critically assess roadblocks and stagnant periods and make changes accordingly
- Understand basic laws governing entrepreneurs
- Effectively market to your target audience
- Outline when to hire and how to manage employees
- Explain the challenges that come with starting a business
- Identify short and long-term planning strategies

Evaluation

Successful completion of this course is dependent on attendance and bi-weekly assignments culminating in a final project. Each learner must earn a 70% on the final project. Those who fail to achieve 70% are able to resubmit their assignment for a maximum of 3 additional attempts.

COURSE OVERVIEW

Credit Value	1
Cost	\$99
Delivery Method	Asynchronous eLearning
Course Duration	Approximately 45 minutes
Course Availability	All Year

Introducing Golf to Individuals with Disabilities

Whether you are a coach, instructor, healthcare professional, volunteer, community leader, parent, or golfer, this module will help you successfully introduce golf to individuals with disabilities.

Produced in partnership with Golf Canada, the governing body for golf in Canada, and the PGA of Canada, this course aims to make golf more inclusive and accessible. Golf Canada represents over 290,000 golfers at more than 1,500 member clubs nationwide and is a proud member of the European Disabled Golf Association (EDGA).

The goal of this module is to help individuals experience the health benefits of participating in golf, regardless of their abilities. Through this module, you will learn how to design inclusive golf programs, adapt activities and equipment to suit individual needs, and communicate respectfully and effectively with participants.

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(CONTINUED) Introducing Golf to Individuals with Disabilities

Learning Objectives

- Describe the benefits of golf participation for individuals with disabilities.
- Explain disability and the barriers that may impact golf participation.
- Communicate effectively and respectfully with and about individuals with disabilities.
- Design inclusive golf programs that welcome and accommodate individuals with disabilities.
- Support ongoing participation in golf for individuals with disabilities, ensuring their continued involvement.

Evaluation

Successful completion of this course is dependent on completion of the course content. No formal evaluation - learning activities integrated within the content for practical engagement.



GOLF OPERATIONS

COURSE OVERVIEW

Credit Value	2
Cost	\$275
Delivery Method	Asynchronous eLearning
Course Duration	Approximately 90-120 minutes
Course Availability	All Year

An Introduction to Managing Teams

Attracting, hiring and retaining the right people is critical to the success of your business. Once you have the best on your team, you need to provide the necessary supports to maximize productivity. In the golf industry, this often falls to Head Professionals, Executive Professionals and Directors of Golf who have not had the luxury of training and education in human resources. Employee motivation and performance can also be challenged by the seasonal nature of the business. In *An Introduction to Managing Teams*, you will learn the basics of hiring and managing teams throughout the employee lifecycle.

Learning Outcomes

- Attract high-quality candidates to your organization by writing effective job ads
- Select the right candidate for the role through effective interviewing
- Design an onboarding process that ensures employees can be successful in their new roles
- Create learning plans for your employees that foster intrinsic motivation and lead to improved job performance
- Manage employee performance through effective feedback
- Explain the disciplinary process from warnings to termination
- Apply effective training strategies for adult learners

Evaluation

Successful completion of this course is dependent on completion of the course content and a final knowledge check in the form of a quiz. A minimum of 70% must be achieved within 3 attempts to earn credit for this course. Any learner that does not meet the minimum grade and is choosing/required to retake the course will be able to do so at 50% off the regular course registration fee.

COURSE OVERVIEW

Credit Value	2
Cost	\$250
Delivery Method	Asynchronous eLearning
Course Duration	Approximately 120-160 minutes
Course Availability	All Year

Executing A Successful Golf Tournament & Event

Running a successful tournament is pivotal to the role of any professional. Whether it be a charity event, club tournament, or professional championship – PGA professionals are often the responsible for running these events from start to finish. This course will cover all aspects of the event lifecycle, including planning, staffing, marketing, retail, food and beverage, risk management, success measurement, and post-event analysis.

Learning Outcomes

- Ability to effectively work with conveners and gather the key information necessary to execute a successful event
- Understand the importance of staffing for events and develop a system to inform and educate staff on expectations
- Develop the tools needed to understand your competitive environment, build a strategic plan and grow your event business
- Understand the role of the food and beverage department as it relates to events and develop a system of information sharing between departments
- Understand how to critically measure the success of events and develop plans to improve them
- Identify risk as it relates to event management for golf facilities and development plans for risk mitigation

Evaluation

This course provides learners the opportunity to be evaluated in one of two ways:

1. Learners can complete the quiz after the course content is completed.
2. Learners have the option to present and discuss an idea with the evaluator on a new concept or learning outcome from the course.

COURSE OVERVIEW

Credit Value	2
Cost	\$300
Delivery Method	Asynchronous eLearning
Course Duration	Approximately 90-120 minutes to complete
Course Availability	All Year

Successful Retail: From Buying to Selling

If you have a role in the golf shop, you are involved in retail. It is essential to understand the basic language of merchandise and what factors contribute to a successful retail operation. From designing your shop layout and ordering merchandise to pricing and displaying your product, learn how to maximize sales and run an effective retail shop.

Learning Outcomes

- Design a shop layout to maximize customer traffic and sales
- Plan purchases with consideration of budget and target audience
- Receive and prepare an order for sale
- Use strategic markups and markdowns to maintain profit margins
- Present merchandise in a way that makes it easy for the customer to shop
- Display merchandise to maximize sales

Evaluation

Successful completion of this course is dependent on completion of the course content and a final knowledge check. A minimum of 70% must be achieved within 3 attempts to earn credit for this course. Any learner that does not meet the minimum grade and is choosing/required to retake the course will be able to do so at 50% off the regular course registration fee.

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PGA RECOGNIZED PROGRAMS

COURSE OVERVIEW

Credit Value	3
Cost	\$375
Delivery Method	Asynchronous eLearning
Course Duration	12 weeks (2 weeks per module topic)
Course Availability	Fall & Winter Delivery (one session per year)

Building the Customer Experience at your Facility

PGA of Canada professionals play a central role in delivering exceptional customer experiences. This starts with understanding your customer base and developing a plan to keep them engaged as well as managing difficult situations. In this course, you will learn how to create a culture of service excellence and deliver memorable guest experiences throughout the entire customer journey. Evaluate your leadership strategies and develop a cutting-edge service model that will allow you to stand out from the competition.

Building the Customer Experience at Your Facility comprises six modules: Surprise and Delight, Setting Service Standards, Understanding Your Customers, Managing Challenging Customers, Developing Service Teamship, and Evaluating Customer Service.

Learning Outcomes

- Describe the key elements of a customer experience that “surprises and delights”
- Define your vision and mission for the customer experience at your facility, the underlying customer service values and the behaviours that drive them
- Develop personas to understand your customers and how you can “surprise and delight” them at each touchpoint
- Apply strategies to manage customers presenting with challenging behaviours
- Foster a service culture and a sense of teamship across your facility
- Self-assess your own customer service skills, as well as evaluate those of your team and the customer service provided at your facility

Evaluation:

Successful completion of this course requires the completion of all learning activities within each module. Participants have two weeks per module to engage in structured learning, discussions, peer sharing, and practical assignments. The final grade is based on participation and the evaluation of submitted assignments.

COURSE OVERVIEW

Credit Value	2
Cost	Differs by Provincial Golf Association
Delivery Method	In person
Course Availability	This course is scheduled and delivered by Golf Canada's provincial organizations. Cost and availability subject to each organization

Rules of Golf Level 2

Level 2 (Provincial certification) seminars will be conducted by the Provincial Golf Associations (PA), and the curriculum will begin to look at the more important playing Rules in detail. Some of the complexities that are found in the Rules of Golf book or the Official Guide on the Rules of Golf are introduced along with also implementing on-course demonstrations. Level 2 is designed for individuals who are involved -- or want to be involved -- in tournament administration.

Eligibility

- Level 1 certified (online)

Requirements to be Level 2 Certified

- Attend and achieve a minimum of 80% on the Level 2 exam, administered by the PA
- Complete 50 hours of on-course experience as a Referee
- Complete an additional 10 hours accompanying a Level 3 certified Referee at a championship

COURSE OVERVIEW

Credit Value	1
Cost	\$40
Delivery Method	Asynchronous eLearning
Course Duration	Approximately 90 minutes
Course Availability	All Year

Respect Group: Respect in the Workplace

Respect in the Workplace was developed to provide organizations of all sizes with a standard, cost-effective tool to empower their teams with the skills to prevent bullying, abuse, harassment and discrimination (BAHD). This course is about improving workplace culture and limiting organization risk and liability.

Course Background

- Employers are required by the Canadian Human Rights commission and Canada Labour Code to develop their own harassment policies and provide anti-harassment, bullying and discrimination training
- Employers can be held legally responsible for BAHD. If they cannot prove they have instituted all “reasonable measures” to prevent these occurrences from happening, they may find themselves facing serious financial and legal consequences
- Traditional training methods are typically offered only to upper management or through internal “Train the Trainer” workshops. These can be expensive, impractical and do not guarantee that everyone receives the same training, regardless of level. *Respect in the Workplace* sets a standard and improves culture by ensuring everyone is on the same page

Learning Outcomes

- Power dynamics in the workplace
- Defining, dealing with and reporting bullying, abuse, harassment and discrimination
- Empowering the bystander
- Managing emotions
- Understanding mental health outcomes due to maltreatment
- Your responsibilities as a member of the team

COURSE OVERVIEW

Credit Value	3
Cost	\$325
Delivery Method	Asynchronous Facilitated Course
Course Duration	Approximately 3.5-4 hours
Course Availability	All Year

Finance Essentials for Golf Industry Leaders

Finance Essentials for Golf Industry Leaders is designed to help you make better business decisions in your role as a leader in the golf industry. Whether you are currently a head professional, or aspiring to be one, financial literacy is essential.

Regardless of your level of involvement in developing financial statements, this course will help develop your financial management skills and knowledge and improve your ability to work with other team members, such as the controller, general manager, and other department managers.

Learning Outcomes

- Interpret simple financial statements (e.g., balance sheet, income statement, and cash flow statement)
- Calculate and interpret simple financial statement ratios
- Manage cash flow
- Develop a practical budget
- Identify budget variances
- Forecast future financial information

Evaluation

In this course, you are required to complete a learning module and submit a project that will be graded against a rubric. The course will take you approximately 3.5 to 4 hours to complete, with additional time required to complete the project (approximately 2 to 3 hours).

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MANAGEMENT & LEADERSHIP

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COURSE OVERVIEW	
Credit Value	4
Cost	\$350
Delivery Method	Synchronous eLearning
Course Duration	12 weeks (2 weeks per module topic)
Course Availability	Fall & Winter Delivery (one session per year)

Managing Your Golf Facility Governance

This is an advanced-level course ideally suited for participants with a minimum of 5 years' management experience. Before registering for this course, we **highly encourage** learners to review all course expectations and timelines as this course has specific assignment and module completion dates.

Learning Outcomes

- Provide recommendations for improving your golf facility's governance structure to better align it with the Club Governance Model
- Review and revise the key governance documents at your facility so they align with best practices
- Implement best practices related to board development and performance monitoring
- Apply strategies to run effective meetings
- Design an effective committee structure for your golf facility and define the ideal composition of each committee
- Write a proposal to gain support for an idea

Evaluation

To successfully complete this course, learners must achieve a minimum score of 70% on all module learning activities, including structured learning, discussions, peer sharing, assignments, and knowledge checks.

COURSE OVERVIEW	
Credit Value	3
Cost	\$425
Delivery Method	Live-instructed eLearning
Course Duration	4 Sessions (8 weeks)
Session Length	Each session is scheduled for 90 minutes
Course Availability	Fall & Winter Delivery (one session per year)

Developing Executive Leadership and Building a Performance Culture

Effective leadership is critical to driving success in the golf industry. Executive Leadership in Golf is designed for professionals looking to enhance their leadership capabilities, influence organizational culture, and manage change effectively within their clubs. This course explores key leadership concepts, including executive decision-making, influence strategies, change leadership, and workplace culture development. Participants will engage in discussions, self-assessments, and practical exercises to refine their leadership approach and develop strategies for long-term success.

Learning Outcomes

- Differentiate between various leadership approaches and identify key executive leadership behaviors.
- Evaluate the role of social power in leadership effectiveness and apply influence strategies in different situations.
- Develop and implement change leadership strategies that inspire confidence and drive positive organizational change.
- Assess workplace culture and create actionable strategies to enhance club culture and overall performance.

Evaluation

Successful completion of this course is dependent on attendance. Each learner must attend at least 3 out of the 4 live sessions and complete biweekly assignments.



COURSE OVERVIEW

Credit Value	2
Cost	\$275
Delivery Method	Asynchronous eLearning
Course Duration	Approximately 120-180 minutes
Course Availability	All Year

Building Unwavering Teams for the Future of Work

This course is designed to help PGA of Canada professionals contribute to the success of their facility/organization, as well as golf in Canada, by creating a climate that reflects, respects and promotes diversity and inclusion.

As a leader in the business of golf, how are you managing in this VUCA world? We are living in a time where Volatility, Uncertainty, Complexity, and Ambiguity are becoming more and more prevalent. This poses challenges for managing teams in the workplace. A VUCA environment can make employees anxious, sap their motivation, paralyze decision-making, jeopardize long-term projects, and take a toll on workplace culture (Mind-Tools).

VUCA demands that you avoid traditional, outdated approaches to management and leadership and embrace new styles. If you don't adapt, neither you nor your golf facility will survive in the future of work.

In this course, you will learn how to be an effective leader in a future of work that is both wildly difficult to predict and changing faster than ever before. In this world, leaders in the golf industry need to not only understand how to run a golf business, but also understand how the world around us is changing and how that impacts both the business of golf and the people within it. You will learn what to expect in the years to come, what you can do to prepare for the future of work, and how to build trusting, community-centred teams along the way.

Learning Outcomes

- Describe what to expect in the future of work
- Build a sense of trust and safety within your team
- Engage your team to facilitate change
- Adopt a leadership style that shapes team culture
- Define what makes your organization the 'best' place to work
- Leverage the success of your team to recruit the next top talent

Evaluation

Successful completion of this course is dependent on completion of the course content (approximately 45 minutes in length) and a final knowledge check in the form of a quiz. A minimum of 70% must be achieved within 3 attempts to earn credit for this course. Any learner that does not meet the minimum grade and is choosing/required to retake the course will be able to do so at 50% off the course registration fee.

CORE

ROLES OF A GOLF PROFESSIONAL

TEACHING

COACHING

TEACHING & COACHING

GOLF OPERATIONS

MANAGEMENT AND LEADERSHIP

MENTORSHIP

PGA RECOGNIZED PROGRAMS

COURSE OVERVIEW

Credit Value	4
Cost	\$350
Delivery Method	Asynchronous eLearning
Course Duration	The course comprises six modules and will take you around 4-5 hours, with additional time to complete the project components.
Course Availability	All Year

Innovation: The Key to Sustainability

Innovation for Golf Professionals is designed to empower golf professionals with the tools and strategies needed to foster innovation within their organizations and communities. In this course, you will gain a deeper understanding of the innovation process and learn how to apply it directly to your work. You'll work through creating a detailed plan for innovation that aligns with your specific goals and challenges.

Innovation is about fostering open dialogue and leveraging creative tools to build on ideas, improving how we implement new solutions. This course focuses on equipping you with the skills to drive innovation, ensure continuous improvement, and evaluate progress in your business. By the end of the course, you will be able to navigate the challenges of innovation, apply key tools like the lean canvas, and create a sustainable innovation culture within your organization.

Learning Outcomes

By the end of this course, you will be able to:

- Explain the importance of innovation and the consequences of failing to innovate.
- Define the core problem or “jobs-to-be-done” that drives your innovation.
- Create an environment that fosters creativity and innovation.
- Test and refine your innovation ideas using the lean canvas.
- Develop a change management plan to support your innovation initiatives.
- Assess and enhance your organization’s innovation culture.

The course consists of six modules, requiring approximately 4 to 5 hours of study, plus additional time for project components. This course will equip you with the knowledge and practical skills to innovate effectively, ensuring you remain competitive and successful in the dynamic golf industry.

Evaluation

This course is evaluated based on the successful completion of your innovation project, with performance assessed against a standard rubric. In Innovation: The Key to Sustainability, you will develop the skills necessary to drive innovation within your organization while working on your own project. As you progress through the course, you will be required to submit various elements of your project for feedback. This ongoing feedback will guide your development, encourage further refinement of your ideas, and ensure you are prepared to take the next steps in your innovation journey.

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MENTORSHIP COURSES

COURSE OVERVIEW

Credit Value	2 *Counts towards re-specialization in the pathway you choose to mentor in.
Cost	Free
Delivery Method	Asynchronous eLearning

Becoming A Mentor

This is an opportunity for Class “A” professionals to give back to the membership and shape the future of the association and its up-and-coming PGA professionals. Since the PGA of Canada was founded in 1911, mentorship has been an integral part of an Apprentice’s journey toward Class “A” status. Mentorship has since evolved from informal to formal experiences with learning outcomes, deliverables and more.

The PGA of Canada Mentorship Program is the result of extensive research based on current literature, existing programs and the input of subject matter experts with decades of experience in the field. The goal of the mentorship program is to provide the foundation for mentors and mentees to develop the skills, experience and support needed to achieve their personal, career and business goals.

Learning Outcomes

- Accelerate the growth and development of aspiring golf professionals through the influence, guidance and direction provided by an experienced PGA of Canada professional
- Broaden the professional network (within and outside of the golf industry) of aspiring golf professionals
- Engage successful PGA of Canada professionals in a formal process to help aspiring golf professionals establish a career path
- Strengthen the overall leadership culture of the PGA of Canada by capitalizing on the collective knowledge and experiences of its leaders

[Click here for Mentorship Guidebook](#)

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COURSE OVERVIEW

Credit Value	3.5
Cost	\$75
Delivery Method	Blended Learning

Mentorship: Teaching, Coaching, Golf Operations, Golf Business

Since the PGA of Canada was founded in 1911, mentorship has been an integral part of the an Apprentice's journey toward Class "A" status.

Having the guidance, encouragement and support of a trusted and experienced mentor provides a broad range of personal and professional benefits, ultimately leading to improved performance in one's career. Mentors provide young and aspiring golf professionals the opportunity to learn and benefit from the years of experience of seasoned PGA of Canada professionals.

The four mentorship areas are aligned with our four specializations:

- Teaching Mentorship
- Coaching Mentorship
- Golf Operations Mentorship
- Golf Business Mentorship

Expectations of the Mentee

As a mentee in this program, it is expected that you will:

- Take initiative to drive the relationship and be responsible for your own career development and planning
- Select a mentor who fits your area of interest and will expand your network of professionals
- Have identified individual goals and objectives as the basis of registering for this program
- Ask questions and commit to the touchpoints, deadlines and action items agreed upon by the mentor/mentee
- Ask for suggestions and advice early in the relationship
- Be committed to put advice from the mentor into action (i.e. the program is not theory-based; it is action-oriented.)
- Listen to your mentor's advice, apply some of their ideas and be prepared to report on updates throughout the program
- Commit to a minimum eight-month engagement and minimum five touchpoints of at least 30 minutes in length

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CONTINUING EDUCATION



The PGA of Canada has partnered with the following programs within the PGA Training Academy.

[Click here for more information](#)

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