PGA OF CANADA TRAINING ACADEMY

Presented by: Titleist FJ

Training Academy Curriculum Update

FAQ

Effective January 1st, 2025

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The PGA of Canada Training Academy has updated its curriculum to provide a more dynamic, world-class education system that better meets the needs of PGA Professionals. These changes are designed to support employability, increase program integrity, and deliver innovative, research-based training relevant to the roles and responsibilities of PGA Professionals.

Effective January 1st, 2025

Out with the old, *in with the new.*

EFFECTIVE JANUARY 2025

New Core Courses

Rules of Handicapping
Building Success Through Equity, Diversity & Inclusion
Driving Sales: Golf Marketing Essentials
Leadership Development in Golf Hospitality

EFFECTIVE JANUARY 2025

Removed Core Courses

~~R&A Rules Academy Level I~~
~~Respect in Sport for Activity Leaders~~
~~Marketing Fundamentals for Golf Professionals~~
~~Business Fundamentals and Communication~~

THESE WILL CONTINUE TO BE CORE COURSES

No Change

Instruction of Beginner Golfers Workshop
Instructor of Beginner Golfers Evaluation
Career Literacy Part 1: Map Your Career Path
Career Literacy Part 2: Get Your Goal Job
History and Background of the PGA of Canada
Nurture a Growth Mindset

Training Academy Curriculum Update

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What is the vision & mission of the PGA of Canada Training Academy?

Vision: To lead and deliver a dynamic, world-class education system and programs that increase the value, integrity, and employability of PGA of Canada Professionals.
Mission: To develop innovative programs and training based on leading industry research, offer diverse delivery formats, support employment with relevant skills and tools, and communicate the value of PGA Professionals to the golf industry.

What values guide the PGA of Canada Training Academy?

The core values of the Training Academy are:

- Consistency in program delivery
- Positive and engaging experiences for members
- Exceeding industry stakeholders' expectations
- Collaborative approach to information sharing
- A five-star standard in program development and delivery

What are the main changes to the Core Courses?

The Core Courses have been updated to include new and restructured courses, ensuring that PGA Professionals develop skills essential to their careers.

The revised Core Courses are:

- Instruction of Beginner Golfers Workshop
- Instructor of Beginner Golfers Evaluation
- Career Literacy Part 1: Map Your Career Path
- Career Literacy Part 2: Get Your Goal Job
- History and Background of the PGA of Canada
- Nurture a Growth Mindset
- Rules of Handicapping *New*
- Building Success Through Equity, Diversity & Inclusion *New*
- Driving Sales: Golf Marketing Essentials *New*
- Leadership Development in Golf Hospitality *New*

These courses are now considered essential components of the PGA of Canada Training Academy curriculum.

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When do these changes go into effect?

The new curriculum requirements will be in effect starting **January 1, 2025**. Apprentices beginning their journey to becoming Class A professionals in 2025 will follow this updated curriculum structure. Apprentices in year 2 or higher, in the midst of completing their journey to becoming Class A professionals will continue with the past structure; however, they have the opportunity to take these new courses as part of their education journey.

Do I need to retake any courses under the new curriculum requirements?

If you have already completed courses listed in the new Core curriculum, you will not need to retake them. If you are in the middle of training, we encourage you to speak with a member of the PGA of Canada Education Team to understand how the changes affect your specific path.

How do these changes benefit PGA Professionals and employers?

The new curriculum emphasizes skills that enhance career advancement and job performance, including customer service, equity, diversity and inclusion, and business acumen. These competencies are highly valued by employers, helping PGA Professionals bring greater value to facilities, businesses, and the overall golf industry.

What resources will be available to help with the transition to the new curriculum?

The PGA of Canada will provide updated resources, guidance documents, and access to a member of the Education Team who can assist with curriculum planning. Additional webinars and information sessions will be available to answer specific questions and ensure a smooth transition.

If I have already completed all previous core credits, will I need to complete the new core credits in order to obtain my Class A status?

No, if you have completed all the previous core credits, then they will be honoured, and you will not need to complete the new core credits.

Training Academy Curriculum Update

FAQ

If I have completed the *Building Success Through Equity, Diversity and Inclusion* course in the past, will that now change to a core credit, and will I lose 2 elective credits?

No, these changes will only affect credit allocation starting in 2025.

If you completed the original Building Success Through Diversity and Inclusion course in the past, it will remain as an elective credit on your profile within the Management and Leadership Specialization.

The updated course, Building Success Through Equity, Diversity, and Inclusion, was introduced in 2024. If you took this updated course in 2024, it will also count as an elective credit. Starting January 1, 2025, Building Success Through Equity, Diversity, and Inclusion will become a core credit course.

Your previously earned elective credits will not be affected

Who can I contact if I have questions?

For additional questions about the new curriculum or your specific training path, please contact the PGA of Canada's Education Team.

Email us at education@pgaofcanada.com

Call us at 1.800.782.5764 – Press "3"

We're excited about these updates and look forward to supporting PGA of Canada Professionals on their journey to success. Thank you for being a valued member of our community!

Send us an *email*

Give us a *call*

the new

Pathway *to* Class A

30 credits

6 years

five credits per year, over *six* years, for a total of *thirty* credits, earns you **Class "A" Status.**

Can be achieved in less than six years.

15 *Core* Credits

Instruction of Beginner Golfer Workshop
Instructor of Beginner Golfers Evaluation
Career Literacy Part 1: Map Your Career Path
Career Literacy Part 2: Get Your Goal Job
History and Background of the PGA of Canada
Nurture a Growth Mindset
Rules of Handicapping
Building Success Through Diversity & Inclusion
Driving Sales: Golf Marketing Essentials
Leadership Development in Golf Hospitality

15 *Elective* Credits

Elective credits can be taken in any of the following streams based on your career path. The program recommends individuals who do not have a specific career path to take a generalized training program to gain experience and knowledge in a variety of topics relevant to the roles of a PGA of Canada Professional.

Specializations

Members have the opportunity to earn Specializations based on achieving 10 credits in the respective pathway. Including Golf Operations, Teaching, Coaching, and Management & Leadership.

SPECIALIZATION

Golf Operations

R&A Rules Academy Level 2
Executing A Successful Golf Tournament & Event
Successful Retail: From Buying to Selling
Introduction to Managing Teams
Golf Operations Mentorship
Building The Customer Experience at your Facility
Finance Essentials for Golf Industry Leaders

SPECIALIZATION

Teaching

Instructor of Intermediate Golfers Workshop
Instructor of Intermediate Golfers Evaluation
Instructor of Advanced Golfers Workshop
Instructor of Advanced Golfers Evaluation
Teaching Mentorship
Building and Leading a Small Business
Using Technology to Improve Your Teaching Business
Pursuing Excellence in Junior Coaching P2
Pursuing Excellence in Junior Coaching: P1
Introducing Golf to Individuals with Disabilities
Coaching Golfers of All Abilities

SPECIALIZATION

Coaching

Coach of New Competitors Workshop
Coach of New Competitors Evaluation
Coach of Developing Competitors Workshop
Coach of Developing Competitors Evaluation
Coaching Mentorship
Building and Leading a Small Business
Using Technology to Improve Your Teaching Business
Pursuing Excellence in Junior Coaching Part I
Pursuing Excellence in Junior Coaching: Part 2
Introducing Golf to Individuals with Disabilities
Coaching Golfers of All Abilities

SPECIALIZATION

Management & Leadership

Developing Executive Leadership & Building a High Performance Team
Managing Your Golf Facility Governance
Golf Business Mentorship
Innovation: The Key to Sustainability
Building Unwavering Teams for the Future of Work

NON-SPECIALIZED

Roles of a Golf Pro

Develop Your Personal Brand
Maximize your Profits: Selling Products and Services
Yearly Trends in the Golf Industry
Post-Secondary Education
Improving Your Golf Club Operations
Know Your Value and How to Negotiate

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