



The following are a list of required courses for this career path. In addition to the courses listed below, there is a library of 100 courses from which you choose 10 electives for each career path.

Business Management

<p>Building a Teaching Business</p>	<p>PGA Professionals tend to be skilled golfers and may be gifted instructors. However, they may not know that teaching can be an effective method for building a stronger and more financially rewarding facility. This course will acquaint PGA Professionals with the core concepts they need to help them treat teaching as a business. They will learn what constitutes a good business plan, how to create an effective team, strengthen customer relations, and develop or select a player development program to meet the needs of their facility.</p>
<p>Promoting the Teaching Business</p>	<p>Once a strong teaching business has been established, it must then be promoted to the customer base. Generating awareness in a variety of ways will ensure the intended audience is reached. Promoting the teaching business is not a finite task, but a way of life. A commitment to selling will reap great dividends for the facility.</p>

Leadership

Creating a Teaching Team	To create an ideal teaching team, one must hire teachers with knowledge and experience. But even more importantly, these teachers must be great communicators: able to convey lessons clearly and always ready to listen to feedback from their students. While each individual teacher is important, it is essential that they work together and become the teaching team at the facility. Training the team and developing a positive team culture benefits both the students and the golf operation.
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Game

Understanding Ball Flight and How it Affects Overall Teaching Performance	This course focuses on how the game of golf is played, including the golf swing and the factors that affect overall performance. The knowledge of each component of the swing and how these components interact is critical to an instructor responsible for analyzing performance of each individual and making recommendations for improvement. Once completed this course, one should be able to: describe the laws, principles, and preferences that can affect a player's full swing.
Critical Aspects of Shortgame Instruction	This course identifies techniques used to improve a student's short game, specialty shots, and ability to adapt to unusual conditions, and make instruction adaptations to accommodate students with special needs.
Club Fitting to Improve Your Teaching and Your Student's Performance	This course will identify to PGA Professionals how golf club specifications affect swing motions and resulting ball flight. Further, this information will be used to measure equipment performance.
Golf Club Alteration	This course will identify available alterations to change performance in golf clubs including grip, shaft, and club head angles. Additionally, this course will cover club fitting variables, purpose of effective club fitting and desired results.
The Club Performance Model	This course covers the steps involved in an effective club fitting process.
Improving Your Student's Performance with Golf Fitness and Exercise	This course will provide instructors with an overview of human anatomy, specifically the ways that bones, joints, and muscles work together.
Physical Performance for specific populations.	This course will provide instructors with an overview of human anatomy, specifically the ways that bones, joints, and muscles work together to create movement in junior as well as established players.

Leadership Simulation

Connect with Her and Juniors	Women account for more than 52 percent of the population and 50 percent of the workforce, yet they are underserved and underrepresented in golf. PGA Professionals have a significant opportunity to engage an interested and powerful consumer group that can produce sustainable growth in the golf industry. Juniors are the future of the golf industry; if they can be introduced while young, this can create a pipeline of golfers to benefit the facilities and more importantly, the sport as a whole. In this simulation, the learner will complete the growth puzzle for the Green Yard facility by helping the facility enroll more women and children, and see its revenues grow exponentially due to this initiative.
Improve Sales by Developing Loyal Customers	In the hunt for golf customers, facilities chase new customers that don't spend much money, but keep losing current customers, who spend a lot. In this simulation, the learner interacts with customers to build lasting relationships. These relationships are built, customers feel valued, spend more time and money at the facility, and the facility benefits.
Business Impact of Teaching and Coaching	Teaching and coaching entails a significant investment in player development. This simulation illustrates how a facility that undertakes teaching and coaching as a strategic business investment will soon find itself reaping the rewards of more players, higher customer retention, and increased revenue. The Golf Professional drives the initiative to create a golf academy within the facility and make decisions regarding its programs, teachers, and sales and marketing activities. The simulation also addresses inefficiencies in the operations of the golf academy.

Learning

Understand How to Improve Your Student's Learning	PGA Professionals tend to be skilled golfers. However, they may not know how to help other players acquire golf skills effectively. Understanding how people learn is essential for being an effective golf instructor. This course will acquaint PGA Professionals with the core concepts they need to help their students learn golf skills.
How Students Process Information	Understanding how students process information will help maximize learning and minimize forgetting. Students have different learning styles and a thorough appreciation of those styles will help golf professionals discover each student's learning style. This will allow golf professionals to tailor lessons to maximize their impact for students.
Factors that Influence Internal and External Feedback	Feedback is essential to the learning process. The feedback provided to students will spotlight the behaviors they are performing well in addition to the habits that they need to avoid. The feedback received from students will help coaches continue to customize lessons to maximize impact.

<p>Incorporating Effective Swing Changes</p>	<p>Many students will benefit by changing their swing. However, this is not an effort to be taken lightly, particularly for experienced golfers. Instructors need to be confident that the changes are of value and guide students through the process of changing a swing. Instructors need to be aware of the signs that a student is getting in his or her own way, mentally, so golf instructors can help students move past them.</p>
<p>Designing Effective Practice Routines for Your Students</p>	<p>One of the most important responsibilities of PGA instructors is to design effective practice conditions for their students. If practice conditions are not appropriate, student's golf skills are likely to stay the same or get worse. Understanding practice concepts is essential for being an effective golf instructor. This course will acquaint PGA Professionals with the core concepts they need to help their students practice golf skills productively.</p>
<p>Mental Practice and Motor Imagery</p>	<p>Not all practice is performed by physically swinging a golf club. The mental game is important, as well. Helping students think through various aspects of their game can put them in the proper frame of mind when it is time to step up to the tee or make that all-important chip shot.</p>

Player Development Programs

<p>Introduction to Player Development and the Golf Economy</p>	<p>This course explores the golf economy and the critical need for effective player development programs. It describes player segmentation and consumer spending research that suggests growth of the game opportunities and how to capitalize upon these opportunities through well designed and administered player development programs.</p>
<p>Designing Successful Player Development Programs</p>	<p>This course focuses on developing a specific business plan for player development programs. Learners will also be able to develop a comprehensive program of instructional services to promote practice, ongoing game improvement, and creative utilization of facility-wide resources. Finally, learners will be able to identify the distinctive needs, interests, desires, and concerns of a targeted population and match specific development programs to these populations.</p>
<p>Understand the Player Development Design Process</p>	<p>One cannot begin designing a player development program immediately. A thorough understanding of many factors is needed including: the local economy, the wants and needs of customers, the strengths and weaknesses of the facility, and the objectives to be achieved. Only then can one begin designing the program.</p>
<p>Select or Develop Specific Programs</p>	<p>Once plans and objectives have been finalized, it becomes time to get down to specifics. What existing player development programs will work at the facility? If the right programs aren't available, what program will be created? No matter what the aim is for player development programs, there are decisions to be made. Will the facility cast a wide net or attempt to attract niche market segments? Is the focus to entice new golfers or former golfers who have left the sport? How will the program overcome barriers, such as price or time availability? Once these choices are finalized, PGA Professionals are well into the process of selecting or developing the player development program that is right for the golf operation.</p>

Create or Adopt Player Development Offerings	Player development programs encourage both love for the sport of golf and loyalty for the facility that offers them. Since it is a key part of the operation, the facility will need to create programs or modify and adopt existing programs to work at the facility. When considering which programs to employ, think about how they will fit in at the facility. And be sure to prepare the golf shop, restaurant, and other services for the influx of new customers.
Implementation Process	Describe how to develop plans to market, promote, implement and evaluate player development programs. Provide ongoing training and educational opportunities for all staff for the purpose of creating an effective environment. The program must be thoroughly understood before it can be implemented. As students progress, follow-up plans should be made and registrations for subsequent programs should be available before their participation has concluded. Their feedback will be vital to improve future player development programs at the facility.
Program Evaluation Process	After completing this lesson, learners will be able to: describe how to develop plans to market, promote, implement and evaluate player development programs, as well as provide ongoing training and educational opportunities for all staff for the purpose of creating an effective environment.

Teaching & Coaching

Coaching Techniques to Improve Your Player's Potential	Instruction is a primary responsibility of a PGA Professional. The better a PGA Professional can teach students, the greater the chance the game of golf will grow. Teaching demands both extensive knowledge and considerable skill, and both knowledge and skill can be learned.
The Power of Demonstration	Students take their cues from golf instructor; not only about the skills being taught, but also from the instructor's attitude about the lesson and the game of golf. It is vital to engage students right away. Once students realize that they are in good hands, many of their anxieties fade away. This puts them in the right frame of mind to learn. Students are kept in the proper frame of mind by guiding them through the lesson with clarity, passion, and confidence. This will maximize the impact of demonstrations of the lesson goals.
Elements of a Proper Lesson Structure	This course discusses how to deliver lessons that follow a well-planned structure, but in an engaging, friendly environment where the focus is on the students and their needs by listening, as well as speaking. Engaging lessons should start strong, flow from one point to the next, and come to a purposeful conclusion.
Measuring Your Lesson Effectiveness	One of the most important aspects of learning takes place when the lesson is complete. Golf instructors will find that the assessment is where one can truly pinpoint areas where students excel and areas that need improvement.