



BRAND AWARENESS



SOCIAL MEDIA



DIGITAL MARKETING STRATEGY



TARGET MARKETING

BEST PEOPLE.
BEST PRACTICE.
BEST CHOICE.

CLUB MARKETING FUNDAMENTALS

Concentrates on the role of a club marketer in 2018. It will cover the differences between advertising and marketing, the key areas of business focus (e.g. Gaming, F&B, Community etc), strategic planning & budgeting, compliance, data analytics, segmentation and new technologies as well as the expectations and deliverables that come with the role.

LEARN HOW TO

- Build structures for effective systems and communication
- Maximise software user for productivity
- Drive sales and marketing activities
- Bring your marketing creations to life
- Capitalize on social media in marketing

Course delivered in Classroom sessions over 5x2day training sessions held at various Clubs in Sydney. Capitalise on your opportunity to learn from professionals in the industry and visit other Clubs

For more information contact
(02) 9899 0600 | enquiries@barringtongroup.com.au

\$1570 - \$1850 based on eligibility through payment plan
\$3500 - NON NSW RESIDENTS

You will gain a nationally recognised Certificate IV in Business Administration (BSB40515) qualification upon the successful completion of this course, which is delivered over 6 months.



Barringtons RTO Provider Number 91317



www.barringtongroup.com.au

Club Marketing Fundamentals Session Outline

Session 1: Building structures for effective systems and communication

7th & 8th May 2018 Venue: Wenty Leagues

Introduction to the course

Understand the role of Marketing in 2018

Identify and source data and statistical needs for marketing

Collect, analyse and report information

Organise meetings and communicate effectively

Session 2: Maximising Software use for productivity & Budgeting for Marketing

4th & 5th June 2018 Venue: Mounties

Planning and budgeting for marketing

Use business technology to apply formatting and incorporate graphics

Plan, draft and finalise complex documents that require review and analysis for a range of information sources

Apply style guides and house styles

Edit macros and use templates and graphs

Use advanced functions of spreadsheet and document applications

Plan and design content structure and layout

Session 3: Driving sales and marketing activities in the key areas of business

16th and 17th July 2018 Venue: Canterbury Leagues Club

Plan and develop a marketing plan

Understand data analytics for marketing

Use segmentation to drive sales

Tailor promotional activities to meet Club needs – budgets, objectives and timelines

Co-ordinate promotional activities

Develop and use networks and relationships

Analyse feedback and data to evaluate planning and promotional activities & effectiveness

Session 4: Bringing your Marketing creations to life

21st and 22nd August 2018 Venue: Club Marconi

Recognize the difference between advertising and marketing

Produce a variety of marketing material

Review physical and virtual media marketing material

Understand legal requirements in marketing

Practice creative writing techniques used for the content of brochures and other marketing materials

Session 5: Capitalising on social media in Marketing

24th September 2018 Venue: Hornsby RSL Club

Prepare content for use on social media

Use social media to enhance customer engagement

Understand data analytics for social media

Market and promote your Club through social media

Graduation Afternoon Tea

