



BTCA

COACH ASSISTANT AWARD

Marketing & Promotion Skills Module

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Marketing & Promotion Skills Module

Welcome to the Marketing & Promotion Skills Module

As a Coach Assistant, your role extends beyond helping on court—you can also support your club or coaching programme by promoting sessions, events, and opportunities for players. Good marketing and promotion skills help to increase participation, attract new players, and create a stronger tennis community.

This module will teach you how to assist with marketing efforts, from social media promotion to designing posters and engaging with players to encourage participation. Learning these skills will make you a more valuable assistant while helping your coaching programme grow.

By developing marketing and promotion skills, you will gain experience in communication, creativity, and outreach—all valuable skills that can be useful in coaching and beyond.

What you will learn

By the end of this module, you should be able to:

- * Assist in promoting coaching sessions and events to increase participation.
- * Use social media and digital tools effectively for marketing.
- * Help design simple posters or promotional materials.
- * Speak confidently to players and parents about upcoming coaching opportunities.
- * Support the coach in engaging the tennis community.



Before the session

Before assisting in a session, make sure you:

- * Read this Marketing & Promotion Skills module in your Student Training Card.
- * Observe how the coach communicates with players and parents about upcoming sessions.
- * Check if any events, promotions, or announcements need extra promotion.
- * Think about creative ways to share information and encourage participation.

Key Skills

Promoting Coaching Sessions & Events

- Encourage players to sign up for future sessions by sharing session details.
 - Speak confidently to parents about opportunities for their children.
 - Help spread awareness about tournaments, social events, or coaching courses.
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Using Social Media & Digital Tools

- Share posts about coaching activities on platforms like Instagram, Facebook, or X.
 - Take photos or short videos (with permission) to showcase sessions and events.
 - Use hashtags and tagging to increase visibility and engagement.
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Designing Promotional Materials

- Create simple posters or flyers to promote upcoming sessions.
 - Use clear and appealing visuals that grab attention.
 - Ensure all key details (date, time, location, sign-up info) are included.
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Speaking to Players & Parents

- Be approachable and friendly when promoting coaching opportunities.
 - Explain the benefits of sessions clearly and enthusiastically.
 - Answer basic questions about coaching schedules and how to sign up.
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Building a Tennis Community

- Encourage players to bring friends or family to try sessions.
 - Help create a positive atmosphere where players feel welcome.
 - Assist in building relationships between players, parents, and the coaching team.
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Practical Task: Your Role in Marketing

During the next session, you will:

- 1) Promote an upcoming coaching session or event to players and/or parents.
- 2) Assist in creating a social media post (if applicable to your coaching setup).
- 3) Help design or distribute a simple poster or flyer for a session.
- 4) Speak to at least one player or parent about future coaching opportunities.
- 5) Support the coach in engaging with the tennis community.

After the Session: Reflect and Improve

At the end of the session, take time to:

- 1) Discuss with the coach how effective your marketing efforts were.
- 2) Reflect on whether your communication was clear and engaging.
- 3) Identify one area of promotion you can improve for the next session.
- 4) Get feedback from the coach and make sure they log your progress in the Student Training Card.

How You Pass This Module

- You assist in promoting an upcoming session or event.
- You create or contribute to a marketing activity (social media, poster, flyer, etc.).
- You speak confidently to players or parents about coaching opportunities.
- You help foster a welcoming and engaging environment.
- The coach signs off your Marketing & Promotion Skills module in your Student Training Card.

Final Thoughts

Marketing and promotion are essential skills that help coaching programmes grow and engage more players. By assisting with promotional efforts, you are not only supporting your coach but also helping to build a stronger tennis community.

By developing these skills, you will gain valuable experience in communication, creativity, and outreach—skills that will serve you well in coaching and many other roles.

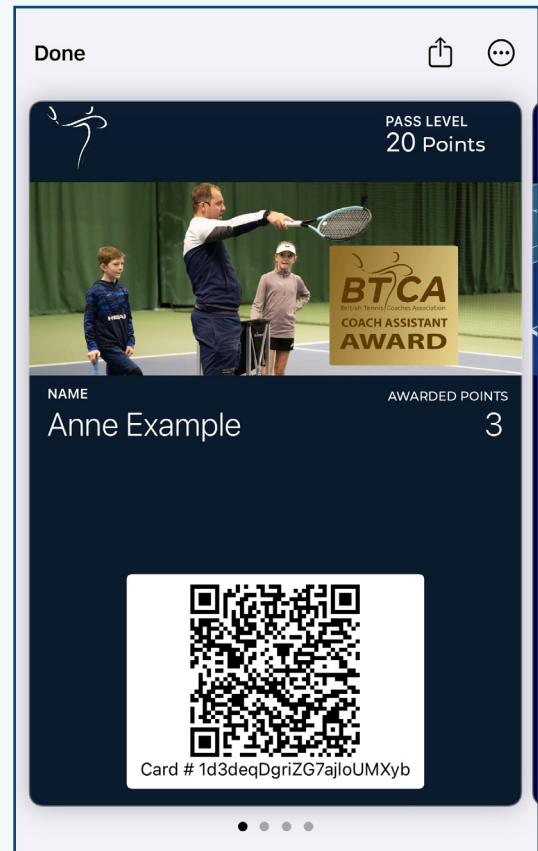
You're one step closer to becoming an excellent Coach Assistant!

STUDENT TRAINING CARD

Your Student Training Card is a key component of the course, please ensure it is downloaded to the Wallet app of your phone (your coach can assist you if you're unsure how to do this).

Be sure to have your phone and your digital card available to be scanned at the end of each session. If you forget your phone, or your digital card is unavailable in the Wallet app of your phone, the coach can still sign of your volunteer hour attendance and any completed modules via their BTCA Dashboard, but it an additional administration process for them, so having your digital Student Training Card available at the end of each session in important.

You will receive at least one point for each volunteer hour you undertake and a point for each module passed. When you have reached 20 points, you will have passed the course and your coach/mentor will pass on your certificate to you.



A Summary Reminder

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Have your phone and digital Student Training Card available to be scanned at the end of each session (there'll be at least one point you gain from the volunteer hour). Don't be disheartened if the module isn't signed off at the end of the session as some modules are assessed over a number of weeks.

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Be sure to ask your coach for any feedback related to the session and ask what the module focus is for the following week.




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