

Chapter 6 Outline

Club Membership Marketing: An Introduction
 Factors in Declining Club Membership
 A Club's Location and Its Effect on Membership Size
 Reasons Cited Why Marketing Is Not Necessary in Private Clubs
The 4 P's of Marketing
 Product
 Price
 Place
 Promotion
The Membership Marketing Plan
 Steps in Developing a Membership Marketing Plan
 Appropriate Membership Marketing Plans
Attracting New Club Members
 Examples of New Initiatives
 Other Recruiting Strategies
Membership Directors
Using Technology for Membership Marketing
 The Internet
 Databases
Conclusion

Competencies

1. Describe common factors involved in declining club membership, explain how a club's location affects membership size, and list reasons often cited why marketing is not necessary in clubs. (pp. 189–196)
2. Identify and discuss the 4 P's of marketing. (pp. 196–198)
3. Describe steps in developing a membership marketing plan, summarize issues clubs must consider in order to develop an appropriate plan, and describe strategies clubs use to attract new club members. (pp. 198–211)
4. Summarize the major duties and responsibilities of a club membership director, and describe how clubs are using the Internet and databases in their membership marketing efforts. (pp. 211–213)