



DEPARTMENT OF PHYSICAL EDUCATION AND KINESIOLOGY

COURSE OUTLINE – WINTER 2020

PF2970: Fitness Management – 3 (3-0-1) 60 Hours

INSTRUCTOR: Laura Hancharuk **PHONE:** 780-539-2440
OFFICE: K214 **E-MAIL:** LHancharuk@gprc.ab.ca
OFFICE HOURS: By appointment only

CALENDAR DESCRIPTION:

This course provides foundations specific to administration and management of the fitness industry and personal training professionals.

PREREQUISITE(S)/COREQUISITE: PF1910

REQUIRED TEXT/RESOURCE MATERIALS:

No textbook required. Readings will be posted on Moodle

DELIVERY MODE(S): Lectures, class discussions, group work, assignments, presentations

COURSE OBJECTIVES:

1. To examine personal training business models, services and pricing structures.
2. To identify good business practices (customer service, client retention, etc) within the personal training industry.
3. To explore technology specific to fitness industry management and operating systems. (software/aps for scheduling, billing, client tracking/programming)
4. To learn effective marketing strategies to promote personal training, fitness trends or themselves in the fitness and health industry..
5. To develop a list of fitness programs, services and pricing to be implemented upon graduation from the Personal Trainer Diploma.
6. To network with local business professionals, fitness facility owners and community members.

LEARNING OUTCOMES:

1. The student will be able to deliver a professional presentation/demonstration to their peers.
2. The student will be able to plan and implement the administration components of a group exercise session. (Planning, organizing, marketing).
3. The student can identify multiple marketing methods including social media platforms.
4. The student will develop their brand and apply those principles to their future business model.
5. The student will create a budget and determine a financially feasible client workload.
6. The student can implement a strategy for client attraction and retention.

TRANSFERABILITY:

N/A

EVALUATIONS:

1. Homework Assignments	30%
2. Class Presentation skills	5%
3. Program Planning Assignment	20%
4. PT Business Software/App Presentation	20%
5. Programs, Services & Price List	<u>25%</u>
	100%

GRADING CRITERIA

Please note that most universities will not accept your course for transfer credit **IF** your grade is **less than C-**.

Alpha Grade	4-point Equivalent	Percentage Guidelines		Alpha Grade	4-point Equivalent	Percentage Guidelines
A+	4.0	90-100		C+	2.3	67-69
A	4.0	85-89		C	2.0	63-66
A-	3.7	80-84		C-	1.7	60-62
B+	3.3	77-79		F	0.0	0-59
B	3.0	73-76				
B-	2.7	70-72				

COURSE SCHEDULE/TENTATIVE TIMELINE:

PF2970 consists of two 80 minute instructional sessions and one 50 minute lab session per week.

Lectures	Mon/Wed	10-11:20am	Room L123
Lab	Tuesday	12:00 – 12:50pm	Room H211

Date	Lecture	Lab
Week One Jan.6, 7, 8	Goal setting What's your WHY?	Life Coaching: Sphere of Life
Week 1 Homework	Homework: <i>What is your why?</i>	
Week 2 Jan 13, 14, 15	What is the Fitness Industry? Which Business model is right for you?	Guest Speaker: Sammy Jo Braithwaite (Evolution of a fitness professional)
Week 2 Homework	Homework: <i>Come to class with a list of the THREE most unique fitness classes or services that you can find online to be presented next week</i>	
Week 3 Jan 20, 21, 22	What services and products will you offer? Class Homework Presentations Program Planning & Administration	Planning the business side of a fitness class
Week 3 Assignment	Assignment: <i>Program Planning PROJECT (build your own bootcamp, spinclass, climbFit, Etc)</i>	
Week 4 Jan 27, 28, 29	Money Matters: Establishing a Pricing List; GST; Payment Methods; Tax Write Offs	Perform a market analysis of fitness industry pricing.
Week 4 Homework	Homework: <i>Perform a Market analysis of fitness industry pricing.</i>	
Week 5 Feb 3, 4, 5	Guest Speaker: Charlene Kushner (Mon) Registering your business name/ Business Licenses	Naming your company
Week 5 Homework	Homework: <i>Research "Brands" that you resonate with on IG and why</i>	
Week 6 Feb 10, 11, 12	Building your Brand	Build your AVATAR
Week 6 Homework	Homework: <i>Build your client AVATAR</i>	
Week 7 Feb 17, 18, 19	Reading Week, no classes.	
Week 7 Assignment	Assignment: <i>Review different apps or software management systems for Personal Trainers</i>	
Week 8 Feb 24, 25, 26	Marketing	Guest Speaker: Zach Weibe (Online Personal Training, Multiple streams of revenue, Marketing Advice)
Week 8 Homework	Homework: <i>Create your 30 sec Elevator Intro</i>	
Week 9 Mar 2, 3, 4	Presentations: 30 sec elevator intros Marketing- Social Media	Guest Speaker: Janine Shillington (Tues) (Marketing, Business Mgm't/Growth)
Week 10 Mar 9, 10, 11	Learning to Sell	Guest Speaker: Tosh Mugambi and/or Laura Hancharuk (Event Management)
Week 11 Mar 16, 17, 18	NPE	Guest Speaker: Jayce Strebchuk (Buying a franchise)

Week 12 Mar 23, 24, 25	Technology in the Fitness Industry Student Software/App Presentations	Guest Speaker: Chad McDonald (Apps and Management Tools, Blog Posts, creativity/vision, value of worth)
Week 13 Mar 30, 31, Apr 1	What does it take to be successful in the industry? (Time Management, Scheduling, Customer Service)	TBA
Week 13 Homework	Homework: <i>Bring a list of your hard expenses (rent, car payment, phone, etc)</i>	
Week 14 Apr 6, 7, 8	Becoming Financially Profitable Growing Your Business (Retention, Referrals, Recommendations, Rewards)	Building your budget
Week 15 Apr 13	TBA 7 habits of Highly Effective Trainers	TBA

STUDENT RESPONSIBILITIES:

STATEMENT ON PLAGIARISM AND CHEATING:

Cheating and plagiarism will not be tolerated and there will be penalties. For a more precise definition of plagiarism and its consequences, refer to the Student Conduct section of the College Calendar at <http://www.gprc.ab.ca/programs/calendar/> or the College Policy on Student Misconduct: Plagiarism and Cheating at <https://www.gprc.ab.ca/about/administration/policies>

**Note: all Academic and Administrative policies are available on the same page.