

DEPARTMENT OF KINESIOLOGY & HEALTH SCIENCES

COURSE OUTLINE – Winter 2023

PF 2970 (A3): FITNESS MANAGEMENT- 3 (3-0-1) 60 HRS FOR 15 WEEKS

PF2970: Fitness Management

Northwestern Polytechnic acknowledges that our campuses are located on Treaty 8 territory, the ancestral and present-day home to many diverse First Nations, Metis, and Inuit people. We are grateful to work, live and learn on the traditional territory of Duncan's First Nation, Horse Lake First Nation and Sturgeon Lake Cree Nation, who are the original caretakers of this land.

We acknowledge the history of this land and we are thankful for the opportunity to walk together in friendship, where we will encourage and promote positive change for present and future generations.

INSTRUCTOR:	Laura Hancharuk	PHONE/TEXT:	(780)831-4608
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OFFICE HOURS:	By appointment		

CALENDAR DESCRIPTION:

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

PREREQUISITE(S): 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/apps 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	(see course schedule)	30%
2.	Class Presentation skills	(Jan.16)	5%
3.	Program Planning Assignment	(Feb. 9)	20%
4.	PT Business Software/App Presentation	(March 20, 22)	20%
5.	Programs, Services & Price List	(April 12)	<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	8:30 - 9:50am	Room J203
Lab	Thursday	10:00 – 10:50am	Room J228

Date	Lecture	Lab
Week One Jan 4, 5	Goal setting What's your WHY?	Life Coaching: Wheel of Life
Week 1 Homework	Homework: <i>What is your why? Due: Jan.9</i>	
Week 2 Jan 9, 11, 12	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 Due: Jan.17</i>	
Week 3 Jan 16, 18, 19	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) Due: Feb.9</i>	
Week 4 Jan 23, 25, 26	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. Due: Feb.3</i>	
Week 5 Jan 30, Feb 1, 2	Guest Speaker: Charlene Kushner (Thursday) Registering your business name/ Business Licenses	Naming your company
Week 5 Homework	Homework: <i>Research "Brands" that you resonate with on IG and why Due: Feb.7</i>	
Week 6 Feb 6, 8, 9	Building your Brand	Build your AVATAR
Week 6 Homework	Homework: <i>Build your client AVATAR Due: Feb.14</i>	

Week 7 Feb 13, 15, 16	Marketing	Guest Speaker: Terrance Wold/Tristan Simmonds (From Diploma to Degree; Online Personal Training, Contest Prep)
Week 7 Assignment	Assignment: Review different apps or software management systems for Personal Trainers	
Week 8 Feb 20, 22, 23	Reading Week, no classes.	
Week 8 Homework	Homework: Create your 30 sec Elevator Intro Due: Mar.1	
Week 9 Feb 27, Mar 1, 2	Presentations: 30 sec elevator intros Marketing- Social Media	Guest Speaker: Janine Shillington (Marketing, Business Mgm't/Growth)
Week 10 Mar 6, 8, 9	Learning to Sell	Guest Speaker: Tosh Mugambi and/or Laura Hancharuk (Event Management)
Week 11 Mar 13, 15, 16	NPE	Guest Speaker: Jayce Strebchuk (Buying a franchise)
Week 12 Mar 20, 22, 23	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 27, 29, 30	What does it take to be successful in the industry? (Time Management, Scheduling, Customer Service)	Guest speaker: Frances Hart
Week 13 Homework	Homework: Bring a list of your hard expenses (rent, car payment, phone, etc) Due: Apr.5	
Week 14 Apr 3, 5, 6	Becoming Financially Profitable Growing Your Business (Retention, Referrals, Recommendations, Rewards)	Building your budget
Week 15 Apr 10, 12	Contract Negotiations 7 habits of Highly Effective Trainers	

STUDENT RESPONSIBILITIES:

Refer to the College Policy on Student Rights and Responsibilities at <https://www.nwpolytech.ca/about/administration/policies/index.html>.

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 Admission Guide at <https://www.nwpolytech.ca/programs/calendar/> or the College Policy on Student Misconduct: Plagiarism and Cheating at <https://www.nwpolytech.ca/about/administration/policies/index.html>

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