

## DEPARTMENT OF KINESIOLOGY & HEALTH SCIENCES

### COURSE OUTLINE – Winter 2024

**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  
**OFFICE:** K214  
**OFFICE HOURS:** By appointment

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#### **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

## 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	(Jan.12, Feb.1, 5, 13, Mar.4, 12, Apr.12)	35%
2.	PT Business Software/App Presentation	(Jan.25)	10%
3.	Program Planning Assignment	(Mar. 17)	20%
4.	Marketing Plan	(Apr. 5)	10%
5.	Programs, Services & Price List	(Apr. 15)	<u>25%</u>
			<b>100%</b>

## GRADING CRITERIA

A grade of C- is the minimum passing grade for PF2970.

Alpha Grade	4-point Equivalent	Percentage Guidelines		Alpha Grade	4-point Equivalent	Percentage Guidelines
A+	4.0	95-100		C+	2.3	67-69
A	4.0	85-94		C	2.0	63-66
A-	3.7	80-84		C-	1.7	60-62
B+	3.3	77-79		D+	1.3	55-59
B	3.0	73-76		D	1.0	50-54
B-	2.7	70-72		F	0.0	00-49

## COURSE SCHEDULE/TENTATIVE TIMELINE:

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

Lectures	Tues/Thurs	8:30am - 9:50am	Room M119
Lab	Friday	11:30am – 12:20pm	Room M119

Date	Lecture	Lab
Week One Jan 9, 11, 12	Course Outline & Goal setting What's your WHY?	Life Coaching: Life Balance Sphere
Week 1 Homework	<b>Homework:</b> What is your why? <b>Due: Jan.12</b>	
Week 2 Jan 16, 18, 19	What is the Fitness Industry? Which Business model is right for you?	<b>Research Software/App- assign apps</b>
Week 2 Assignment	<b>Assignment:</b> Review different apps or software management systems for Personal Trainers <b>Due:Jan.25</b>	
Week 3 Jan 23, 25, 26	Technology in the Fitness Industry Prep Class <b>Student Software/App Presentations</b>	Guest Speaker: Samantha Braithwaite (Evolution of a fitness professional)
Week 3 Homework	<b>Homework:</b> Research "Brands" that you resonate with on IG and why Jan 30, Worksheet <b>Due: Feb.1</b>	
Week 4 Jan 30, 1, 2	Building your Brand	Build your AVATAR
Week 4 Homework	<b>Homework:</b> Build your client AVATAR <b>Due: Feb.5</b>	
Week 5 Feb 6, 8, 9	Naming your company Registering your business name/ Business Licenses	Guest Speaker: Charlene Kushner (the progression of a fitness professional; building a great toolbox)
Week 5 Homework	<b>Homework:</b> 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 <b>Due: Feb.13</b>	
Week 6 Feb 13, 15, 16	<b>13: Class Homework Presentations</b> 15: The Business Side of Planning a Fitness Class (Program Planning & Administration)	Program Planning Project: Designing YOUR own fitness class
Week 6 Assignment	<b>Assignment:</b> Program Planning PROJECT (build your own bootcamp, spinclass, climbFit, Etc) <b>Due: Mar.17</b>	
Week 7 Feb 20, 22, 23	<b>Reading Week, no classes.</b>	
Week 8 Feb 27, 29, Mar 1	Money Matters: Establishing a Pricing List; GST; Payment Methods; Tax Write Offs	Perform a market analysis of fitness industry pricing.
Week 8	<b>Homework:</b> Perform a Market analysis of fitness industry pricing. <b>Due: Mar.4</b>	
Week 9 Mar 5, 7, 8	Marketing	Guest Speaker
Week 9 Homework	<b>Homework:</b> Create your 30 sec Elevator Intro <b>Due: Mar.12</b>	
Week 10 Mar 12, 14, 15	<b>Presentations: 30 sec elevator intros</b> Marketing- Social Media Marketing Plan Implementation	Guest Speaker: Janine Shillington (Marketing, Business Mgm't/Growth)
Week 11 Mar 19, 21, 22	Building your Marketing Plan NPE	Guest speaker
Week 11 Homework	<b>Assignment:</b> Marketing Plan <b>Due: April 5</b>	
Week 12 Mar 26, 28, <b>29</b>	Habits for Success (Time Management, Scheduling, Customer Service)	Good Friday – No classes
Week 13 April 2, 4, 5	Making the Sale The Art of Negotiating	Sales/Negotiation Practical
Week 13 Homework	<b>Homework:</b> Bring a list of your hard expenses (rent, car payment, phone, etc) <b>Due: Apr.12</b>	
Week 14 Apr 9, 11, 12	Becoming Financially Profitable Growing Your Business (Retention, Referrals, Recommendations, Rewards)	Building your budget 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.