

KIN M25: FITNESS MANAGEMENT

Originator

tcushman

Co-Contributor(s)

Name(s)

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College

Moorpark College

Attach Support Documentation (as needed)

Ex Sci Advisory Comm Meet 2015.docx

Ex Sci Advisory Comm Meet 2019.docx

Ex Sci Advisory Comm Meet 2018.docx

Ex Sci Advisory Comm Meet 2017.docx

Ex Sci Advisory Comm Meet 2016.docx

KIN M25_FitnessManagement_LMI_Moorpark_November2018.pdf

KIN M25_state approval letter_CCC000621757.pdf

Discipline (CB01A)

KIN - Kinesiology

Course Number (CB01B)

M25

Course Title (CB02)

Fitness Management

Banner/Short Title

Fitness Management

Credit Type

Credit

Start Term

Fall 2021

Catalog Course Description

Introduces the history of the health and fitness industry related to industry trends, consumer behaviors, and business challenges. Includes strategies for customer outreach, client retention, and staff recruitment. Applies effective practices for those seeking leadership roles in a variety of fitness business models. Prepares student for advancement opportunities in the corporate world or those seeking entrepreneurial careers.

Taxonomy of Programs (TOP) Code (CB03)

0835.20 - *Fitness Trainer

Course Credit Status (CB04)

D (Credit - Degree Applicable)

Course Transfer Status (CB05) (select one only)

B (Transferable to CSU only)

Course Basic Skills Status (CB08)

N - The Course is Not a Basic Skills Course

SAM Priority Code (CB09)

B - Advanced Occupational

Course Cooperative Work Experience Education Status (CB10)

N - Is Not Part of a Cooperative Work Experience Education Program

Course Classification Status (CB11)

Y - Credit Course

Educational Assistance Class Instruction (Approved Special Class) (CB13)

N - The Course is Not an Approved Special Class

Course Prior to Transfer Level (CB21)

Y - Not Applicable

Course Noncredit Category (CB22)

Y - Credit Course

Funding Agency Category (CB23)

B - Partially Developed Using Economic Development Funds

Course Program Status (CB24)

1 - Program Applicable

General Education Status (CB25)

Y - Not Applicable

Support Course Status (CB26)

N - Course is not a support course

Field trips

Will not be required

Grading method

Letter Graded

Alternate grading methods

Student Option- Letter/Pass
Pass/No Pass Grading

Does this course require an instructional materials fee?

No

Repeatable for Credit

No

Is this course part of a family?

No

Units and Hours

Carnegie Unit Override

No

In-Class

Lecture

Minimum Contact/In-Class Lecture Hours

52.5

Maximum Contact/In-Class Lecture Hours

52.5

Activity**Laboratory****Total in-Class****Total in-Class****Total Minimum Contact/In-Class Hours**

52.5

Total Maximum Contact/In-Class Hours

52.5

Outside-of-Class**Internship/Cooperative Work Experience****Paid****Unpaid****Total Outside-of-Class****Total Outside-of-Class****Minimum Outside-of-Class Hours**

105

Maximum Outside-of-Class Hours

105

Total Student Learning**Total Student Learning****Total Minimum Student Learning Hours**

157.5

Total Maximum Student Learning Hours

157.5

Minimum Units (CB07)

3

Maximum Units (CB06)

3

Student Learning Outcomes (CSLOs)**Upon satisfactory completion of the course, students will be able to:**

- | | |
|---|---|
| 1 | evaluate management styles and their effectiveness in operating a fitness business. |
| 2 | identify best business practices to be successful in a fitness leadership role. |

Course Objectives**Upon satisfactory completion of the course, students will be able to:**

- | | |
|---|---|
| 1 | relate the history of the health and fitness industry to its existing climate. |
| 2 | identify health and fitness consumers' values and attitudes toward physical activity. |
| 3 | detail consumer perceptions related to health/fitness clubs. |
| 4 | solve enrollment and retention issues as they relate to consumer perception. |
| 5 | identify important factors for branding and marketing health/fitness products and services. |
| 6 | describe common health/fitness membership options. |
| 7 | identify drivers for membership retention and attrition. |
| 8 | explain basic financial tools used to measure financial performance of a health/fitness business. |

- 9 list common business practices for driving profitability.
- 10 list sources for raising capital to start a health/fitness business.
- 11 determine and develop job descriptions and incentive-based compensation strategies for employees.

Course Content

Lecture/Course Content

- (10%) - Navigating various fitness business models
- (30%) - Developing administrative policies around compensation and employee management
- (20%) - Identifying customer values and delivering motivational interviewing techniques
- (20%) - Determining appropriate fitness-based products and services
- (20%) - Developing effective marketing strategies for a variety of consumer channels

Laboratory or Activity Content

N/A

Methods of Evaluation

Which of these methods will students use to demonstrate proficiency in the subject matter of this course? (Check all that apply):

Problem solving exercises
Skills demonstrations

Methods of Evaluation may include, but are not limited to, the following typical classroom assessment techniques/required assignments (check as many as are deemed appropriate):

Group projects
Individual projects
Laboratory activities
Laboratory reports
Objective exams
Oral presentations
Problem-solving exams
Quizzes
Reports/papers
Research papers

Instructional Methodology

Specify the methods of instruction that may be employed in this course

Collaborative group work
Class activities
Class discussions
Distance Education
Demonstrations
Group discussions
Guest speakers
Instructor-guided interpretation and analysis
Instructor-guided use of technology
Internet research
Laboratory activities
Lecture

Describe specific examples of the methods the instructor will use:

- Small groups to develop a mission statement for a start up business. They will develop a brand that reflects their mission statement.
- Develop a compensation plan for their trainers in the gym and present to the rest of the class. We will use two models: one based on in-house training and the other on private contractor model where space is provided to trainer. Pros and Cons of both will be analyzed.

Representative Course Assignments

Writing Assignments

- Analyze case studies of business models with breakdown of strengths and weaknesses, understanding industry success, and development of strategies to grow business.
- Describe the set price point for training. What is involved? Who do you want to attract? Can you justify your price? Is it better to be more or less expensive than competitors?
- Analyze two successful business models and come up with similarities between both businesses.

Critical Thinking Assignments

- Pros and cons of having in-house trainers (employees) versus independent contractors.
- Develop a brand that reflects your skill set and personality.
- Develop successful risk management strategies.
- Assess important demographic and cultural trends that will shape the future of the fitness industry and market.

Reading Assignments

- Research another industry and relate certain successful practices back to the fitness industry.
- Research the key components to membership attrition and retention rates.
 - How can your business be different than what is already established?

Skills Demonstrations

- Deliver the decisional balance sheet for motivational interviewing.
- Identify needs/wants statements from prospective customers.

Outside Assignments

Representative Outside Assignments

- Finish developing a business model including a mission statement, brand, and marketing approach.
- Develop membership retention strategies to keep your business thriving.
- Interview fitness business leaders to identify successful customer retention strategies.
- Participate in cooperative group planning for presentations and/or projects.
- Create a video of club walk-through with direct questioning to create memorable member experience.

Articulation

Equivalent Courses at other CCCs

College	Course ID	Course Title	Units
Skyline College	P.E. 152	Theory of Sport and Fitness Management	3

District General Education

A. Natural Sciences

B. Social and Behavioral Sciences

C. Humanities

D. Language and Rationality

E. Health and Physical Education/Kinesiology

F. Ethnic Studies/Gender Studies

Course is CSU transferable

Yes

CSU Baccalaureate List effective term:

F2021

CSU GE-Breadth

Area A: English Language Communication and Critical Thinking

Area B: Scientific Inquiry and Quantitative Reasoning

Area C: Arts and Humanities

Area D: Social Sciences

Area E: Lifelong Learning and Self-Development

Area F: Ethnic Studies

CSU Graduation Requirement in U.S. History, Constitution and American Ideals:

IGETC

Area 1: English Communication

Area 2A: Mathematical Concepts & Quantitative Reasoning

Area 3: Arts and Humanities

Area 4: Social and Behavioral Sciences

Area 5: Physical and Biological Sciences

Area 6: Languages Other than English (LOTE)

Textbooks and Lab Manuals

Resource Type

Textbook

Description

Tharrett, Stephen J. *Fitness Management: A Comprehensive Resource for Developing, Leading, Managing, and Operating a Successful Health/Fitness Business in the Era of the 4th Industrial Revolution*. 4th Ed. Healthy Learning, 2017.

Resource Type

Textbook

Classic Textbook

No

Description

Goodman, Jonathan. *Ignite the Fire: The Secrets to Building a Successful Personal Training Career*. 2nd ed. CreateSpace, 2015.

Library Resources

Assignments requiring library resources

Research using the Library's print and online resources.

Sufficient Library Resources exist

Yes

Example of Assignments Requiring Library Resources

Students will be asked to do a case study developing their own business. This business should reflect common business strategies that have shown to be successful. These strategies will be rationalized with examples from non fitness related businesses.

Distance Education Addendum

Definitions

Distance Education Modalities

Hybrid (51%–99% online)
Hybrid (1%–50% online)
100% online

Faculty Certifications

Faculty assigned to teach Hybrid or Fully Online sections of this course will receive training in how to satisfy the Federal and state regulations governing regular effective/substantive contact for distance education. The training will include common elements in the district-supported learning management system (LMS), online teaching methods, regular effective/substantive contact, and best practices.

Yes

Faculty assigned to teach Hybrid or Fully Online sections of this course will meet with the EAC Alternate Media Specialist to ensure that the course content meets the required Federal and state accessibility standards for access by students with disabilities. Common areas for discussion include accessibility of PDF files, images, captioning of videos, Power Point presentations, math and scientific notation, and ensuring the use of style mark-up in Word documents.

Yes

Regular Effective/Substantive Contact

Hybrid (1%–50% online) Modality:

Method of Instruction	Document typical activities or assignments for each method of instruction
Asynchronous Dialog (e.g., discussion board)	-Discuss outcomes of competitive pricing models -Share interview details from a fitness business
Other DE (e.g., recorded lectures)	-Online resources (i.e. videos) to highlight legal considerations of owning a business -Narrated/recorded lectures for content delivery

Hybrid (51%–99% online) Modality:

Method of Instruction	Document typical activities or assignments for each method of instruction
Other DE (e.g., recorded lectures)	-Online resources (i.e. videos) to highlight legal considerations of owning a business -Narrated/recorded lectures for content delivery
Asynchronous Dialog (e.g., discussion board)	-Discuss outcomes of competitive pricing models -Share interview details from a fitness business

100% online Modality:

Method of Instruction	Document typical activities or assignments for each method of instruction
Asynchronous Dialog (e.g., discussion board)	-Discuss outcomes of competitive pricing models -Share interview details from a fitness business
Other DE (e.g., recorded lectures)	-Online resources (i.e. videos) to highlight legal considerations of owning a business -Narrated/recorded lectures for content delivery

Examinations

Hybrid (1%–50% online) Modality

Online
On campus

Hybrid (51%–99% online) Modality

Online
On campus

Primary Minimum Qualification

PHYSICAL EDUCATION

Review and Approval Dates

Department Chair

10/20/20

Dean

10/21/20

Technical Review

10/31/20

Curriculum Committee

11/3/2020

DTRW-I

12/01/2020

Curriculum Committee

MM/DD/YYYY

Board

12/15/2020

CCCCO

01/15/2021

Control Number

CCC000621757

DOE/accreditation approval date

MM/DD/YYYY