

DEPARTMENT OF PHYSICAL EDUCATION AND KINESIOLOGY

COURSE OUTLINE – WINTER 2021

PF2970 A3: Fitness Management – 3 (3-0-1) 60 Hours, 15 Weeks

INSTRUCTOR: Laura Hancharuk **PHONE:** 780-831-4608 cell

OFFICE: K214 **E-MAIL:** LHancharuk@gprc.ab.ca

OFFICE HOURS: By appointment only

Mixed Delivery – **Remote and Onsite.** This course is delivered remotely with some face-to-face/onsite components at the GPRC [*Grande Prairie*] campus.

- For the remote delivery components: students must have a computer with a webcam and reliable internet connection. Technological support is available through helpdesk@gprc.ab.ca.
- For the onsite components: students must supply their own mask [and/or face shield] and follow GPRC Campus Access Guidelines and Expectations.

Note: GPRC reserves the right to change the course delivery.

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 (see course schedule)	30%
2.	Class Presentation skills (Jan.18)	5%
3.	Program Planning Assignment (Feb. 11)	20%
4.	PT Business Software/App Presentation (March 22, 24)	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	4-point	Percentage	Alpha	4-point	Percentage
Grade	Equivalent	Guidelines	Grade	Equivalent	Guidelines
A+	4.0	90-100	C+	2.3	67-69
A	4.0	85-89	С	2.0	63-66
A-	3.7	80-84	C-	1.7	60-62
B+	3.3	77-79			
В	3.0	73-76	F	0.0	0-59
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 D208

 Lab
 Thursday
 11:45 – 12:35pm
 Room D208

Week 1 Homework What is your WHY? Week 1 Homework What is wour Why? Due: Jan.11 Week 2 Jan 11, 13, 14 Which Business model is right for you? Week 2 Homework Which Business model is right for you? Week 2 Homework Week 3 Jan 18, 20, 21 Class Homework Presented next week Due: Jan.18 Week 3 Jan 18, 20, 21 Class Homework Presentations Program Planning & Administration Week 3 Jan 25, 27, 28 Week 4 Money Matters: Establishing a Pricing List; Jan 25, 27, 28 Week 5 Guest Speaker: Sammy Jo Braithwaite Week 6 Guest Speaker Charlene Kushner (Mon) Feb 1, 3, 4 Registering your business name/ Business Licenses Week 6 Feb 8, 10, 11 Week 6 Feb 8, 10, 11 Week 7 Week 7 Week 7 Week 7 Week 8 Week 7 Week 8 Week 7 Week 8 Week 7 Week 8 Week 8 Week 7 Week 9 Week 9 Week 9 Week 9 Week 9 Week 9 Week 10 Marketing Week 10 Mar 1, 3, 4 Week 11 Mar 15, 17, 18 Week 12 Mar 22, 24, 25 Week 12 Mar 22, 24, 25 Student Software/App Presentations Week 12 Mar 22, 24, 25 Student Software/App Presentations Week 12 Mar 22, 24, 25 Student Software/App Presentations Licenses Licenses Licenses Licenses Licenses Licenses Licenses Licenses Week 8 Guest Speaker: Charlene Kushner (Mon) Registering your business name/ Business Build your Company Naming your company Naming your company Week 9 Build your AVATAR Build your AVATAR Build your AVATAR Week 10 Marketing Guest Speaker: Jach Weibe (Online Personal Training, Multiple streams of revenue, Marketing Advice) Week 10 Marketing Social Media Week 11 Mar 15, 17, 18 Week 12 Technology in the Fitness Industry Guest Speaker: Jayce Strebchuk (Buying a franchise) Student Software/App Presentations Guest Speaker: Jayce Strebchuk (Buying a franchise)	Date	Lecture	Lab		
Week 2 Jan 11, 13, 14 Week 2 Jan 11, 13, 14 Week 2 What is the Fitness Industry? Which Business model is right for you? Week 2 Homework Whore 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.18 Week 3 What services and products will you offer? Class Homework Presentations Program Planning & Administration Week 3 Assignment Week 4 Money Matters: Establishing a Pricing List; Jan 25, 27, 28 GST; Payment Methods; Tax Write Offs Week 4 Homework Week 5 Guest Speaker: Charlene Kushner (Mon) Registering your business name/ Business Licenses Week 6 Feb 1, 3, 4 Week 6 Feb 8, 10, 11 Week 6 Homework Week 7 Feb 15, 17, 18 Week 7 Reading Week, no classes. Week 8 Week 7 Reb 15, 17, 18 Week 8 Week 9 Presentations: 30 sec elevator intro Meek 9 Marketing Mar 1, 3, 4 Mere Management Meek 10 Meek 10 Meek 11 Meek 12 Technology in the Fitness Industry Guest Speaker: Chad McDonald Week 12 Technology in the Fitness Industry Guest Speaker: Chad McDonald Week 12 Technology in the Fitness Industry Guest Speaker: Chad McDonald	Week One	Goal setting	Life Coaching: Wheel of Life		
Week 2 Jan 11, 13, 14 What is the Fitness Industry? Which Business model is right for you? Week 2 Homework Homework: Come to class with a list of the THREE most unique fitness classes or services that you can find anline to be presented next week Due: Jan. 18 Week 3 Jan 18, 20, 21 What services and products will you offer? Class Homework Presentations Program Planning & Administration Week 3 Assignment Week 4 Jan 25, 27, 28 Week 4 Money Matters: Establishing a Pricing List; Jan 25, 27, 28 Week 4 Homework Week 5, 7, 28 Week 5 Guest Speaker: Charlene Kushner (Mon) Feb 1, 3, 4 Registering your business name/ Business Licenses Week 6 Feb 8, 10, 11 Week 6 Homework Week 7 Feb 15, 17, 18 Week 7 Feb 15, 17, 18 Week 8 Week 7 Reading Week, no classes. Meek 8 Feb 22, 24, 25 Week 8 Homework Week 9 Week 9 Week 9 Marketing Mar 1, 3, 4 Mereting to Sell Marketing Social Media Week 10 Mar 1, 3, 4 Mereting to Sell Mar 15, 17, 18 Week 11 Meek 11 Meek 11 Meek 12 Technology in the Fitness Industry Guest Speaker: Chad McDonald Week 12 Technology in the Fitness Industry Guest Speaker: Chad McDonald	Jan.6, 7	What's your WHY?			
Jan 11, 13, 14 Which Business model is right for you? (Evolution of a fitness professional) Week 2 Homework	Week 1 Homework	Homework: What is your why? Due: Jan.11			
Week 2 Homework Week 3 Jan 18, 20, 21 Week 3 Jan 18, 20, 21 Week 4 Jan 25, 27, 28 Gars Homework: Establishing a Pricing List; Jan 25, 27, 28 Week 5 Guest Speaker: Charlene Kushner (Mon) Registering your business name/ Business Licenses Week 6 Feb 1, 3, 4 Week 7 Feb 15, 17, 18 Week 7 Feb 15, 17, 18 Week 8 Week 8 Feb 22, 24, 25 Week 8 Feb 22, 24, 25 Week 9 Marketing Merk 10 Week 9 Marketing Week 9 Marketing Week 10 Meek 10 Mar 8, 10, 11 Week 10 Mar 8, 10, 11 Week 11 Mar 15, 17, 18 Week 11 Meek 10 Meek 10 Meek 10 Meek 10 Meek 10 Meek 10 Merk 10 Meek 10 Merk 11 Merk 12 Merk 11 Merk 11 Merk 11 Merk 11 Merk 12 Merk 12 Merk 12 Merk 12 Merk 12 Merk 12 Merk 11 Merk 11 Merk 11 Merk 11 Merk 12 Merk 13 Merk 11 Merk 11 Merk 11 Merk 11 Merk 11 Merk 12 Merk 12 Merk 12 Merk 12 Merk 12 Merk 13 Merk 11 Merk 11 Merk 11 Merk 11 Merk 11 Merk 12 Merk 12 Merk 12 Merk 12 Merk 12 Merk 12 Merk 13 Merk 11 Merk 11 Merk 11 Merk 11 Merk 11 Merk 12 Merk 13 Merk 11 Merk 1	Week 2	What is the Fitness Industry?	Guest Speaker: Sammy Jo Braithwaite		
Week 3 Jan 18, 20, 21 Class Homework Presentations Program Planning & Administration Week 3 Assignment Week 4 Money Matters: Establishing a Pricing List; Jan 25, 27, 28 Gost; Payment Methods; Tax Write Offs Week 4 Homework Week 5 Guest Speaker: Charlene Kushner (Mon) Registering your business name/ Business Licenses Week 5 Homework Week 6 Building your Brand Week 7 Beb 1, 17, 18 Week 7 Reading Week, no classes. Week 7 Assignment Week 8 Marketing Week 8 Homework Week 8 Homework Week 9 Presentations: 30 sec elevator intros Mar 8, 10, 11 Week 10 Mar 15, 17, 18 Week 11 Meek 12 Meek 11 Meek 12 Meek 10 Meek 10 Meek 10 Meek 10 Meek 11 Meek 11 Meek 11 Meek 11 Meek 12 Meek 13 Meek 14 Meek 16 Meek 17 Meek 19 Me	Jan 11, 13, 14	Which Business model is right for you?	(Evolution of a fitness professional)		
Week 3 Jan 18, 20, 21 Class Homework Presentations Program Planning & Administration Week 3 Assignment Week 4 Money Matters: Establishing a Pricing List; Jan 25, 27, 28 GST; Payment Methods; Tax Write Offs Week 4 Homework Week 5 Guest Speaker: Charlene Kushner (Mon) Registering your business name/ Business Licenses Week 6 Feb 1, 3, 4 Week 6 Feb 8, 10, 11 Week 6 Homework Week 7 Feb 15, 17, 18 Week 7 Keek 7 Keek 8 Week 8 Week 8 Week 9 Week 8 Week 8 Week 9 Week 9 Week 10 Week 10 Week 11 Week 11 Week 11 Week 11 Week 12 Week 10 Week	Week 2 Homework	Homework: Come to class with a list of the THREE most unique fitness classes or services that			
Jan 18, 20, 21 Class Homework Presentations Program Planning & Administration		you can find online to be presented next week	C Due: Jan.18		
Program Planning & Administration Week 3 Assignment Assignment: Program Planning PROJECT (build your own bootcamp, spinclass, climbFit, Etc) Due: Feb.11 Week 4 Money Matters: Establishing a Pricing List; Jan 25, 27, 28 GST; Payment Methods; Tax Write Offs pricing. Week 4 Homework Homework: Perform a Market analysis of fitness industry pricing. Week 5 Guest Speaker: Charlene Kushner (Mon) Feb 1, 3, 4 Registering your business name/ Business Licenses Week 6 Homework Week 6 Building your Brand Feb 8, 10, 11 Week 6 Homework Homework: Build your client AVATAR Due: Feb.22 Reading Week, no classes. Week 7 Assignment Week 8 Feb 22, 24, 25 Week 8 Homework Homework: Create your 30 sec Elevator Intro Week 9 Presentations: 30 sec elevator intros Mar 1, 3, 4 Marketing Suest Speaker: Janine Shillington (Marketing, Business Mgm*t/Growth) Week 10 Mar 3, 10, 11 Week 11 Mar 15, 17, 18 Week 12 Technology in the Fitness Industry Guest Speaker: Chad McDonald	Week 3	What services and products will you offer?	Planning the business side of a fitness class		
Week 3 Assignment Assignment: Program Planning PROJECT (build your own bootcamp, spinclass, climbFit, Etc) Due: Feb.11 Week 4 Money Matters: Establishing a Pricing List; Jan 25, 27, 28 Perform a market analysis of fitness industry pricing. Week 4 Homework GST; Payment Methods; Tax Write Offs Perform a market analysis of fitness industry pricing. Week 5 Guest Speaker: Charlene Kushner (Mon) Naming your company Feb 1, 3, 4 Registering your business name/ Business Licenses Week 5 Homework Homework: Research "Brands" that you resonate with on IG and why Due: Feb.8 Week 6 Homework Building your Brand Build your AVATAR Feb 15, 17, 18 Reading Week, no classes. Week 7 Feb 15, 17, 18 Reading Week, no classes. Week 8 Marketing Guest Speaker: Zach Weibe (Online Personal Trainers) Week 8 Homework Marketing Guest Speaker: Zach Weibe (Online Personal Training, Multiple streams of revenue, Marketing Advice) Week 9 Presentations: 30 sec elevator intros Guest Speaker: Janine Shillington (Marketing, Business Mgm't/Growth) Week 10 Learning to Sell Guest Speaker: Tosh Mugambi and/or Laura Hancharuk (Event Management) Week 11 Mar 15, 17, 18 NPE Guest Speaker: Chad McDonald	Jan 18, 20, 21	Class Homework Presentations			
Week 4 Money Matters: Establishing a Pricing List; Perform a market analysis of fitness industry pricing. Week 4 Homework GST; Payment Methods; Tax Write Offs Pricing. Week 5 Guest Speaker: Charlene Kushner (Mon) Naming your company Feb 1, 3, 4 Registering your business name/ Business Licenses Naming your company Week 5 Homework Homework: Research "Brands" that you resonate with on IG and why Due: Feb.8 Week 6 Feb 8, 10, 11 Building your Brand Build your AVATAR Week 7 Reading Week, no classes. Feb 15, 17, 18 Week 7 Resignment Assignment: Review different apps or software management systems for Personal Trainers Week 8 Feb 22, 24, 25 Marketing Guest Speaker: Zach Weibe (Online Personal Training, Multiple streams of revenue, Marketing Advice) Week 8 Homework Homework: Create your 30 sec Elevator Intro Due: Mar.1 Due: Mar.1 Week 9 Presentations: 30 sec elevator intros Marketing, Business Mgm't/Growth) Guest Speaker: Janine Shillington (Marketing, Business Mgm't/Growth) Week 10 Learning to Sell Guest Speaker: Jayce Strebchuk (Buying a franchise) Week 11 Mar 15, 17, 18 NPE Guest Speaker: Chad McDonald		Program Planning & Administration			
Jan 25, 27, 28 GST; Payment Methods; Tax Write Offs pricing.	Week 3 Assignment	Assignment: Program Planning PROJECT (build	l your own bootcamp, spinclass, climbFit, Etc) Due: Feb.11		
Week 4 Homework Homework: Perform a Market analysis of fitness industry pricing. Due: Feb.4 Week 5 Guest Speaker: Charlene Kushner (Mon) Naming your company Feb 1, 3, 4 Registering your business name/ Business Licenses Week 5 Homework Homework: Research "Brands" that you resonate with on IG and why Due: Feb.8 Week 6 Building your Brand Build your AVATAR Week 6 Homework Homework: Build your client AVATAR Due: Feb.22 Reading Week, no classes. Reading Week, no classes. Week 7 Assignment Assignment: Review different apps or software management systems for Personal Trainers Week 8 Guest Speaker: Zach Weibe (Online Personal Training, Multiple streams of revenue, Marketing Advice) Week 8 Homework Homework: Create your 30 sec Elevator Intro Due: Mar.1 Week 9 Presentations: 30 sec elevator intros Guest Speaker: Janine Shillington (Marketing, Business Mgm't/Growth) Week 10 Learning to Sell Guest Speaker: Tosh Mugambi and/or Laura Hancharuk (Event Management) Week 11 NPE Guest Speaker: Jayce Strebchuk (Buying a franchise) Week 12 Technology in the Fitness Industry Guest Speaker: Chad McDonald	Week 4	Money Matters: Establishing a Pricing List;	Perform a market analysis of fitness industry		
Week 5 Feb 1, 3, 4 Registering your business name/ Business Licenses Week 5 Homework Week 6 Building your Brand Feb 8, 10, 11 Week 6 Homework Homework: Build your client AVATAR Due: Feb.22 Reading Week, no classes. Week 7 Feb 15, 17, 18 Week 8 Feb 22, 24, 25 Week 8 Homework Week 8 Homework Week 9 Presentations: 30 sec elevator intros Mar 1, 3, 4 Meek 10 Meek 10 Meek 10 Meek 11 Mar 15, 17, 18 Registering your business name/ Business Reading Week, no IG and why Due: Feb.8 Reading Week, no classes. Guest Speaker: Zach Weibe (Online Personal Training, Multiple streams of revenue, Marketing Advice) Guest Speaker: Janine Shillington (Marketing, Business Mgm't/Growth) Guest Speaker: Janine Shillington (Marketing, Business Mgm't/Growth) Guest Speaker: Janine Shillington (Marketing, Business Mgm't/Growth) Guest Speaker: Janine Shillington (Marketing, Business Mgm't/Growth) Guest Speaker: Janine Shillington (Marketing, Business Mgm't/Growth) Guest Speaker: Janine Shillington (Marketing, Business Mgm't/Growth) Guest Speaker: Janine Shillington (Marketing, Business Mgm't/Growth) Guest Speaker: Janine Shillington (Marketing, Business Mgm't/Growth) Guest Speaker: Janine Shillington (Marketing, Business Mgm't/Growth) Guest Speaker: Janine Shillington (Marketing, Business Mgm't/Growth) Guest Speaker: Janine Shillington (Marketing, Business Mgm't/Growth) Guest Speaker: Janine Shillington (Marketing, Business Mgm't/Growth) Guest Speaker: Janine Shillington (Marketing, Business Mgm't/Growth) Guest Speaker: Janine Shillington (Marketing, Business Mgm't/Growth) Guest Speaker: Janine Shillington (Marketing, Business Mgm't/Growth)	Jan 25, 27, 28	GST; Payment Methods; Tax Write Offs	pricing.		
Registering your business name/ Business	Week 4 Homework	Homework: Perform a Market analysis of fitn	ess industry pricing. Due: Feb.4		
Licenses Week 5 Homework Homework: Research "Brands" that you resonate with on IG and why Due: Feb.8 Week 6 Feb 8, 10, 11 Week 6 Homework Homework: Build your client AVATAR Due: Feb.22 Week 7 Feb 15, 17, 18 Week 7 Assignment Week 8 Feb 22, 24, 25 Week 8 Feb 22, 24, 25 Week 8 Homework Homework: Create your 30 sec Elevator Intro Mar 1, 3, 4 Marketing-Social Media Week 10 Mar 8, 10, 11 Week 11 Meek 11 Meek 11 Meek 12 NPE Guest Speaker: Clad McDonald Week 12 Technology in the Fitness Industry Build your AVATAR Build your Avatan	Week 5	Guest Speaker: Charlene Kushner (Mon)	Naming your company		
Week 5 Homework Week 6 Feb 8, 10, 11 Week 6 Homework Week 7 Feb 15, 17, 18 Week 7 Feb 15, 27, 18 Week 8 Feb 22, 24, 25 Week 8 Homework Week 9 Marketing Week 9 Marketing-Social Media Week 9 Marketing-Social Media Week 10 Mar 1, 3, 4 Week 10 Mar 8, 10, 11 Week 11 Meek 11 Meek 11 Meek 12 Week 12 Week 12 Week 2 Reading Week, no classes. Reading Week, no classes. Guest Speaker: Zach Weibe (Online Personal Trainers Guest Speaker: Zach Weibe (Online Personal Training, Multiple streams of revenue, Marketing Advice) Week 8 Guest Speaker: Janine Shillington (Marketing, Business Mgm't/Growth) Guest Speaker: Tosh Mugambi and/or Laura Hancharuk (Event Management) Week 11 Meek 12 Technology in the Fitness Industry Guest Speaker: Chad McDonald	Feb 1, 3, 4	Registering your business name/ Business			
Week 6 Feb 8, 10, 11 Week 6 Homework Week 7 Feb 15, 17, 18 Week 7 Feb 22, 24, 25 Week 8 Homework Week 8 Homework Week 9 Marketing-Social Media Week 10 Mar 1, 3, 4 Week 10 Mar 8, 10, 11 Week 11 Mar 15, 17, 18 Build your AVATAR Build your Avata		Licenses			
Week 6 Homework Week 7 Feb 15, 17, 18 Week 7 Assignment Week 8 Feb 22, 24, 25 Week 8 Homework Week 9 Presentations: 30 sec elevator intros Mar 1, 3, 4 Marketing-Social Media Mar 8, 10, 11 Week 10 Mar 8, 10, 11 Week 11 Meek 12 Week 12 Technology in the Fitness Industry Week 12 Reading Week, no classes. Suest Speaker: Zach Weibe (Online Personal Trainiers Guest Speaker: Zach Weibe (Online Personal Training, Multiple streams of revenue, Marketing Advice) Guest Speaker: Janine Shillington (Marketing, Business Mgm't/Growth) Guest Speaker: Tosh Mugambi and/or Laura Hancharuk (Event Management) Guest Speaker: Jayce Strebchuk (Buying a franchise) Guest Speaker: Chad McDonald	Week 5 Homework	Homework: Research "Brands" that you resor	nate with on IG and why Due: Feb.8		
Week 6 Homework Week 7 Feb 15, 17, 18 Week 7 Assignment Week 8 Feb 22, 24, 25 Week 9 Presentations: 30 sec elevator intros Mar 1, 3, 4 Marketing-Social Media Marketing-Social Media Marketing-Social Media Marketing-Social Media Marketing-Social Media Mar 8, 10, 11 Week 10 Meek 11 Meek 11 Meek 12 Meek 12 Meek 12 Meek 12 Meek 12 Meek 12 Meek 10 M	Week 6	Building your Brand	Build your AVATAR		
Reading Week, no classes. Feb 15, 17, 18 Week 7 Assignment Week 8 Feb 22, 24, 25 Week 8 Homework Week 9 Marketing- Social Media Week 10 Mar 8, 10, 11 Week 11 Mar 15, 17, 18 Reading Week, no classes. Guest Speaker: Zach Weibe (Online Personal Training, Multiple streams of revenue, Marketing Advice) Due: Mar.1 Guest Speaker: Janine Shillington (Marketing, Business Mgm't/Growth) Guest Speaker: Tosh Mugambi and/or Laura Hancharuk (Event Management) Week 11 NPE Guest Speaker: Jayce Strebchuk (Buying a franchise) Week 12 Technology in the Fitness Industry Guest Speaker: Chad McDonald	Feb 8, 10, 11				
Week 7 Assignment Week 8 Feb 22, 24, 25 Week 8 Homework Week 9 Marketing-Social Media Marketing-Social Media Week 10 Mar 8, 10, 11 Week 11 Mar 15, 17, 18 Week 12 Technology in the Fitness Industry Meek 10 Meek 12 Technology in the Fitness Industry Meek 10 Mee	Week 6 Homework	Homework: Build your client AVATAR Due: Fe	mework: Build your client AVATAR Due: Feb.22		
Week 7 AssignmentAssignment: Review different apps or software management systems for Personal TrainersWeek 8 Feb 22, 24, 25MarketingGuest Speaker: Zach Weibe (Online Personal Training, Multiple streams of revenue, Marketing Advice)Week 8 HomeworkHomework: Create your 30 sec Elevator IntroDue: Mar.1Week 9Presentations: 30 sec elevator introsGuest Speaker: Janine Shillington (Marketing, Business Mgm't/Growth)Week 10Learning to SellGuest Speaker: Tosh Mugambi and/or Laura Hancharuk (Event Management)Week 11 Mar 15, 17, 18NPEGuest Speaker: Jayce Strebchuk (Buying a franchise)Week 12Technology in the Fitness IndustryGuest Speaker: Chad McDonald	Week 7	Reading Week, no classes.			
Week 8 Feb 22, 24, 25 Week 8 Homework Week 9 Marketing- Social Media Week 10 Mar 8, 10, 11 Week 11 Mar 15, 17, 18 Week 12 Marketing Marketing Multiple streams of revenue, Marketing Advice) Guest Speaker: Janine Shillington (Marketing, Business Mgm't/Growth) Guest Speaker: Tosh Mugambi and/or Laura Hancharuk (Event Management) Guest Speaker: Jayce Strebchuk (Buying a franchise) Week 12 Technology in the Fitness Industry Guest Speaker: Chad McDonald	Feb 15, 17, 18	ŭ ,			
Conline Personal Training, Multiple streams of revenue, Marketing Advice) Week 8 Homework Homework: Create your 30 sec Elevator Intro Due: Mar.1	Week 7 Assignment	Assignment: Review different apps or software management systems for Personal Trainers			
revenue, Marketing Advice) Week 8 Homework Week 9 Presentations: 30 sec elevator intros Mar 1, 3, 4 Week 10 Mar 8, 10, 11 Week 11 Meek 11 Meek 12 Technology in the Fitness Industry Presentations: 30 sec elevator Intro Guest Speaker: Janine Shillington (Marketing, Business Mgm't/Growth) Guest Speaker: Tosh Mugambi and/or Laura Hancharuk (Event Management) Guest Speaker: Jayce Strebchuk (Buying a franchise) Guest Speaker: Chad McDonald	Week 8	Marketing	-		
Week 8 HomeworkHomework: Create your 30 sec Elevator Intro Due: Mar.1Week 9Presentations: 30 sec elevator introsGuest Speaker: Janine ShillingtonMar 1, 3, 4Marketing- Social Media(Marketing, Business Mgm't/Growth)Week 10Learning to SellGuest Speaker: Tosh Mugambi and/or LauraMar 8, 10, 11Hancharuk (Event Management)Week 11NPEGuest Speaker: Jayce StrebchukMar 15, 17, 18(Buying a franchise)Week 12Technology in the Fitness IndustryGuest Speaker: Chad McDonald	Feb 22, 24, 25		·		
Mar 1, 3, 4 Marketing- Social Media (Marketing, Business Mgm't/Growth) Week 10 Learning to Sell Guest Speaker: Tosh Mugambi and/or Laura Hancharuk (Event Management) Week 11 NPE Guest Speaker: Jayce Strebchuk (Buying a franchise) Week 12 Technology in the Fitness Industry Guest Speaker: Chad McDonald	Week 8 Homework				
Week 10 Mar 8, 10, 11 Week 11 Mar 15, 17, 18 Week 12 Learning to Sell Guest Speaker: Tosh Mugambi and/or Laura Hancharuk (Event Management) Guest Speaker: Jayce Strebchuk (Buying a franchise) Guest Speaker: Chad McDonald	Week 9	Presentations: 30 sec elevator intros	Guest Speaker: Janine Shillington		
Mar 8, 10, 11 Week 11 Mar 15, 17, 18 Week 12 Hancharuk (Event Management) Guest Speaker: Jayce Strebchuk (Buying a franchise) Guest Speaker: Chad McDonald	Mar 1, 3, 4	Marketing- Social Media	(Marketing, Business Mgm't/Growth)		
Week 11 NPE Guest Speaker: Jayce Strebchuk (Buying a franchise) Week 12 Technology in the Fitness Industry Guest Speaker: Chad McDonald	Week 10	Learning to Sell	Guest Speaker: Tosh Mugambi and/or Laura		
Mar 15, 17, 18 (Buying a franchise) Week 12 Technology in the Fitness Industry Guest Speaker: Chad McDonald	Mar 8, 10, 11				
Week 12 Technology in the Fitness Industry Guest Speaker: Chad McDonald	Week 11	NPE	Guest Speaker: Jayce Strebchuk		
	Mar 15, 17, 18		(Buying a franchise)		
Mar 22, 24, 25 Student Software/App Presentations (Apps and Management Tools, Blog Posts,	Week 12	Technology in the Fitness Industry	Guest Speaker: Chad McDonald		
	Mar 22, 24, 25	Student Software/App Presentations	(Apps and Management Tools, Blog Posts,		

		creativity/vision, value of worth)	
Week 13	What does it take to be successful in the	ТВА	
Mar 29, 31, Apr 1	industry? (Time Management, Scheduling,		
	Customer Service)		
Week 13 Homework	Homework: Bring a list of your hard expenses (rent, car payment, phone, etc) Due: Apr.5		
Week 14	Becoming Financially Profitable	Building your budget	
Apr 5, 7, 8	Growing Your Business (Retention,		
	Referrals, Recommendations, Rewards)		
Week 15	ТВА	ТВА	
Apr 12	7 habits of Highly Effective Trainers		

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.