This course will examine how to plan, create, and implement sport and fitness programs as a business owner. To help establish high quality service and program offerings in a safe environment, standards and guidelines will be studied. Topics concerning planning and administration will include demographics and needs analysis, design and construction, operating practices, and compliance with local, state, and federal requirements. Topics concerning promotion will include determination of core products and target markets, media and public relations, sales, and the need for constant evolution.

B. COURSE EFFECTIVE DATES: 05/06/2022 - Present

C. OUTLINE OF MAJOR CONTENT AREAS

1. Identify current industry guidelines for sport and fitness business and establishment of facilities
2. Determine project topic concerning the creation of a sport or fitness facility or business and necessary components
3. Examine methods used to conduct a needs analysis for communities and markets
4. Determine budgets and components for viable facilities
5. Examine financial differences between new construction versus renovation and other start-up costs
6. Introduce marketing and promotion concepts that will attract and retain clients

D. LEARNING OUTCOMES (General)

1. Demonstrate knowledge, skills, and abilities in the planning, designing, building, and implement of a successful sport or fitness business model.
2. Demonstrate knowledge, skills, and abilities in determining what type of facility would thrive in different environments and what physical components are necessary business.
3. Demonstrate knowledge, skills, and abilities in identifying what human resource components are necessary for effective financial and customer service outcomes.
4. Demonstrate knowledge, skills, and abilities in determining what type of marketing a promotion is necessary to attract and retain membership.

E. Minnesota Transfer Curriculum Goal Area(s) and Competencies

None

F. LEARNER OUTCOMES ASSESSMENT

As noted on course syllabus

G. SPECIAL INFORMATION

None noted