

# Minnesota State College Southeast

## THPY 1445: Business Development for Massage Practice

### A. COURSE DESCRIPTION

Credits: 1

Lecture Hours/Week: 1

Lab Hours/Week: \*.\*

OJT Hours/Week: \*.\*

Prerequisites: None

Corequisites: None

MnTC Goals: None

This business development class will introduce the Massage Therapist to the business aspects of running a massage practice. Topics include scheduling, budgeting, bookkeeping, marketing, advertising and massage related business issues. This course will detail client/therapist business concerns and help to prepare each student to identify and solve these concerns in a professional manor. (Prerequisite: None) (1 credit: 1 lecture/0 lab)

**B. COURSE EFFECTIVE DATES:** 03/10/2002 - Present

### C. OUTLINE OF MAJOR CONTENT AREAS

1. Be able to write a professional resume
2. Understand importance of client communication
3. Develop marketing skills
4. Determine personal goals in future business endeavor

#### **D. LEARNING OUTCOMES (General)**

1. Explain self-employment principles
2. Demonstrate viable community relation techniques
3. Visualize your ideal massage business practice
4. Outline time management skills
5. Create a weekly time outline schedule
6. Exhibit professional conduct
7. Identify personal ethics code
8. Determine varied business location advantages
9. Create a massage practice fee structure
10. Discuss insurance reimbursement potentials
11. Outline job interview goals
12. Outline a personal retirement plan
13. Detail a customer service plan
14. Identify target markets
15. Set career educational goals
16. Create a professional resume
17. Identify detailed massage practice components
18. Create a massage inventory list
19. Extrapolate income/expense potentials
20. List potential success barriers
21. Differentiate between professional & unprofessional conduct
22. Enumerate massage practice policies/procedures
23. Perform detailed bookkeeping practices
24. Budget for State and Federal withholding
25. Demonstrate interpersonal communication techniques
26. Maintain accurate client files
27. Explain professional referral procedures
28. Describe viable marketing approaches
29. Create an efficient advertising plan
30. Write a detailed massage center business plan

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

None

#### **F. LEARNER OUTCOMES ASSESSMENT**

As noted on course syllabus

#### **G. SPECIAL INFORMATION**

None noted