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