THPY 1447: Business Development for Massage Practice

A. COURSE DESCRIPTION

Credits: 2
Lecture Hours/Week: 2
Lab Hours/Week: *.*
OJT Hours/Week: *.*

Prerequisites:
This course requires both of these prerequisites
- THPY 1400 - Swedish Massage & Massage Ethics
- THPY 1404 - Professional Ethics

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. (Prerequisites: THPY1400, THPY1404) (2 credit: 2 lecture/0 lab)

B. COURSE EFFECTIVE DATES: 04/25/2014 - Present

C. OUTLINE OF MAJOR CONTENT AREAS

1. Be able to write a professional resume
2. Understand importance of client communication
3. Develop marketing strategies with short and long term goals
4. Determine personal goals in future business endeavor
5. Write a detailed business plan
6. Understand importance of accounting practices
D. LEARNING OUTCOMES (General)
   1. Explain self-employment principles
   2. Demonstrate viable community relation techniques
   3. Visualize your ideal massage business practice
   4. Write a detailed business plan
   5. Have an understanding of the various tax forms a self-employed person needs to file
   6. Exhibit professional and ethical conduct
   7. Understand the difference between being an independent contractor, an employee, and being self-employed
   8. Determine varied business location advantages
   9. Create a massage practice fee structure
  10. Discuss insurance reimbursement potentials
  11. Outline job interview goals
  12. Create short and long term marketing plans
  13. Detail a customer service plan
  14. Identify target markets
  15. Create a professional resume
  16. Extrapolate income/expense potentials
  17. List potential success barriers
  18. Enumerate massage practice policies/procedures
  19. Perform detailed bookkeeping practices
  20. Practice speaking about your massage practice to a group
  21. Maintain accurate client files
  22. Explain professional referral procedures

E. Minnesota Transfer Curriculum Goal Area(s) and Competencies
   None

F. LEARNER OUTCOMES ASSESSMENT
   As noted on course syllabus

G. SPECIAL INFORMATION
   None noted