

Minnesota State College Southeast

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