

**Spokane Community College
Course Learning Outcomes and Outline**

Course Title: Cooperative Education Seminar

Prefix and Course Number: PE 266

Course Learning Outcomes:

By the end of this course, a student should be able to:

1. Identify the fundamentals involved in a fitness business.
2. Analyze the various components of a business marketing plan.
3. Describe the process of building and maintaining a client base.

Course Outline:

Course orientation

- A. Explanation of syllabus and learning outcomes
- B. Overview of class, including grading format and expectations

II. Health screening review

- A. Risk Assessment
- B. Blood pressure
- C. Health screening tools

III. Goal setting review

IV. Fitness assessment review

- A. Protocols
 1. Body composition
 2. Muscular Strength
 3. Muscular Endurance
 4. Flexibility
 5. Cardiovascular endurance
- B. Interpreting results

V. Leads creation

- A. Generate & collect leads
- B. Score, track, measure and nurture leads

VI. Creating a Marketing Plan

- A. Prepare a mission statement
- B. List and describe target or niche markets
- C. Spell out marketing and promotional strategies
- D. Identify and understand the competition

- VII. fundamentals involved in a fitness business
 - A. Business plan
 - B. Fitness products and services
 - C. Understanding the role of debt and cash flow**