



## The Certificate Program

The **Online Professional Certificate in Fitness Management** is an innovative Web-based Certificate (with an Optional Field Internship course) designed to teach students how to manage a Personal Training Program &/or a Health-Fitness Department as a Strategic Business Unit (S.B.U.) in both commercial and non-commercial based health and fitness facilities in the United States and/or internationally. The program was developed to establish an industry standard in fitness management education for allied health and fitness professionals, personal trainers, fitness managers, and entrepreneurs that wish to establish a successful business model and fitness operation. Specific learning topics include fitness management, marketing, entrepreneurship, finance, personnel management, customer service, and business administration concepts. The certificate prepares students to implement successful business systems in the following settings: private and commercial health clubs, medically-based fitness facilities, community wellness centers, personal training studios, physical therapy clinics, YMCA's, JCC's, college/university centers, recreational settings, and corporate fitness centers. A competitive advantage offered in the program is the optional field internship which enables students to practice fitness management concepts in a health and fitness setting. This program is offered in partnership with **IDEA Health & Fitness Association** and **Health Club Managers, Inc.** IDEA has provided content/curriculum in the program; in addition, students receive a complimentary 6-month membership to the digital edition of *IDEA Fitness Journal*. Health Club Managers, a Health Club Staff/Management Training company, is providing graduating certificate students a preferred discount on their services.

## Who Should Attend

The Certificate Program is for (1) current managers that are wishing to implement successful fitness management systems, (2) current allied health and fitness professionals and personal trainers interested in establishing a fitness business or becoming fitness managers, (3) education directors of multi-site facilities or chains developing fitness professionals and fitness managers, and (4) companies that require the certificate program as a professional development program for employees to achieve key business goals, career objectives, and skills to advance beyond entry-level positions.

## Certificate Structure and Start Dates

To earn the certificate you are required to complete all four core courses. You may also elect to take the optional field internship course. The four core courses are offered in a two-module format; each module consists of two courses that are offered simultaneously and maybe taken as the same time. You are not required to take the courses in any order and you may register for individual courses if desired. The two-module series and optional internship course is offered three times per year in the **Fall**, **Spring**, and **Summer**. The program can be completed in as little as three months but you must complete the requirements within two-years.

## Workplace Advantages and Benefits

- On-going guidance, instruction, and interaction from instructors that hold either a Master's, MBA, or Ph.D. degree in business administration, finance, exercise physiology, kinesiology, or an exercise science-related degree. Our instructors will support their students and become valuable resources and mentors well after they graduate.
- Optional onsite Fitness Management Internship Course.
- A professional certificate from an accredited institution.
- College courses provide CECs or CEUs for personal trainers and allied health/medical professionals seeking re-certification, re-licensure, or career advancement.
- Networking opportunities with industry experts.

## Award of the Certificates:

- Professional Certificate in Fitness Management: complete all four core courses within a period of two years
- Complete and receive a passing grade of (C- or above) in all courses: which includes quizzes, exams, written/research projects, and class assignments

## Why Online Learning?

- Learning occurs in a user-friendly environment and is accessible to participants with little or no computer experience.
- Online courses give you the knowledge and tools you need to stay ahead in today's rapidly changing professional marketplace.
- Online education allows students to access their courses from anywhere there is an Internet connection even if you are traveling for business or on vacation.

- Flexibility: Students can attend class in the comfort and convenience of their own home, office, library, or internet café and complete assignments after breakfast, during lunch, late at night, while on vacation, or any time that is convenient for the student.
- Cost-effective: expenses related to facilities, travel, and non-productive time is reduced.

### **Cost Per Course**

**\$245** for each individual Certificate course and the Optional Field Internship Course is \$350. Register for all four required courses for and receive a 10% discount. The cost for your textbooks/course materials is separate.

### **Registration Information**

To register for courses call us at (256) 782-5921 or go online at [www.coned.jsu.edu](http://www.coned.jsu.edu)

### **For program information contact:**

#### **Ken Baldwin, M.ED, ACSM-H/FI**

Ken Baldwin, M.ED., is the Co-Coordinator for the Professional Certificate in Fitness Management Program. He is the former Chair of IDEA's National Personal Trainer Committee and Chair of the Senior Fitness Subcommittee for the Massachusetts's Governor's Committee on Physical Fitness and Sports. Ken is the Senior Editor and lead author for the American College of Sports Medicine - ACSM's Resources for the Personal Trainer Manual (2<sup>nd</sup> Ed.) and textbook. He continues to serve on national committees for ACSM, AAHPERD (AAPAR), and the Medical Fitness Association (MFA). He has been honored with numerous awards including IDEA's Personal Trainer of the Year Award, presented at the IDEA International Personal Training Summit. If you have questions about the certificate program and courses, you may contact the Ken at [kbpft@yahoo.com](mailto:kbpft@yahoo.com)

Ken Baldwin, M.ED, ACSM-H/FI

Co-Coordinator

Professional Certificate in Fitness Management

IDEA Personal Trainer of Year Award Winner

Email Address: [kbpft@yahoo.com](mailto:kbpft@yahoo.com)

### **Co-Coordinator and Instructor:**

#### **Bob Esquerre, MA, MES, NSCA-CPT**

Bob Esquerre, MA, is the Co-Coordinator and an instructor for the Professional Certificate in Fitness Management Program. Bob is recognized nationally and internationally as a fitness business consultant, presenter, and a leading educator for fitness managers, personal trainers, and group exercise instructors. Bob is President of the Esquerre Fitness Group International [EFGI] and is a sought after consultant and speaker in the areas of fitness management, personal training, and wellness program design. He has presented lectures at conferences for Club Industry, IDEA, IHRSA, ACSM, and the Medical Fitness Association and consulted for clients such as Towns Sports International, Life Time Fitness, and Reebok International/Reebok University.

### **Instructor:**

#### **Lisa Coors, MBA, ACE-CES**

Lisa is a nationally recognized educator, business skills subject-matter-expert, personal trainer, and owner/manager of her own personal training business. As a previous Adjunct Faculty Member at Northern Kentucky University College of Business, she is an advocate for combining business education with the personal training industry. Lisa is the 2006 recipient of the American Council on Exercise "Trainer of the Year- 1st Runner-Up".

### **Certificate Course Descriptions**

#### **Course 1: Business Development and Entrepreneurship in Fitness**

##### **Instructor: Bob Esquerre, MA, MES, NSCA-CPT**

This course examines the planning process for starting a new venture, as well as the most common approaches to develop a strategic business plan for specific types of health and fitness-related facilities. The course presents the skill-sets and competencies that the fitness manager needs in order to be a successful entrepreneur, owner, or department head. Studies of topics include planning policies and procedures, entrepreneurship, business plan development, budget formulation, and strategic planning.

#### **Course 2: Financial Principles and Business Concepts**

##### **Instructor: Lisa Coors, MBA, ACE-CES**

This course provides an introduction to financial and managerial accounting concepts, revenue and budgetary procedures, and the financial status necessary to be a successful business entity in the fitness industry. Topics include fee structures, financial impact analysis, price setting strategies, financial forecasting, and the relationship between financial analysis and strategic business planning. The course examines additional business concepts including purchasing, contractual agreements, risk management and negligence, technology issues, and other fiscal concerns.

**Course 3: Marketing, Sales, and Customer Service Management (CSM)****Instructor: Lisa Coors, MBA, ACE-CES**

This course offers a comprehensive exploration of how successful marketing and branding guides a company's business strategy and influences, discovers, and creates a demand for fitness services and products. Examination of the elements of the marketing mix as they pertain to the fitness enterprise include sales and service management strategies, customer relationship management methods, and sales techniques in fitness.

**Course 4: Fitness Management and Business Administration****Instructor: Bob Esquerre, MA, MES, NSCA-CPT**

This course provides an examination of the organization and administration of for profit and not-for-profit health/fitness facilities, with emphasis on business management principles and operational concepts, including organizational structure, facility management, industry standards and guidelines, personnel management, and management practices. The course helps the fitness manager develop leadership skills, managerial or administrative skills, and interpersonal or human skills. The course is supplemented by the analysis and review of fitness management situations through observations and case studies.

**Course 5: Optional Elective Course****Course 5: Optional Elective-Field Internship in Fitness Management****Instructor: Bob Esquerre, MA, MES, NSCA-CPT**

Prerequisite: 4 Core Courses

NOTE: This course is an optional course and is not required to receive the Professional Certificate. Learn to work with professionals in the fitness and health industry for a Fitness Management experience interning at fitness facilities and health centers. Students intern for 60 total hours in this course.