

CLIENT CARE AND MARKETING FOR THE HEALTH AND FITNESS PROFESSIONAL ARTICULATION

Pierce County Careers Connection Dual Credit Articulation Agreement

Upon completion of a full year of high school or equivalent to the following competencies:

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| <ul style="list-style-type: none"> <input type="checkbox"/> Define and articulate the scope of practice for the ACSM (American College of Sports Medicine) certified Personal Trainer including code of ethics, scope of practice, sexual harassment, and client confidentiality. <input type="checkbox"/> Discuss the academic and professional preparation for a career in the Fitness Industry. <input type="checkbox"/> Discuss the state of the fitness industry, professional career options for Personal Trainer, and future trends that will affect the fitness industry and personal training. <input type="checkbox"/> Review and discuss the Science of Personal Training to include anatomy, kinesiology, biomechanics, the various physiological systems of the body and how they relate to exercise training. <input type="checkbox"/> Describe some barriers that prevent physical activity from improving the health of our population. <input type="checkbox"/> Articulate the distinct, predictable stage of behavior change and determine the stage your client is in for a particular behavior. <input type="checkbox"/> Discuss the ways in which the personal trainer can provide clients with an organized way of learning. <input type="checkbox"/> Explain how a personal trainer is also an educator. <input type="checkbox"/> Demonstrate through role-playing and modeling the characteristics of a good exercise leader. <input type="checkbox"/> Identify effective communication skills used in motivating and fostering behavior change and strategies to help your client anticipate and prevent relapse. <input type="checkbox"/> Describe the elements of integrating lifestyle coaching skills into a personal training session. <input type="checkbox"/> Articulate the elements of healthy interpersonal relationships (trust, communication, nonjudgmental) and how to maintain professionalism, use of active listening and | <ul style="list-style-type: none"> how to build and maintain relationships with clients. <input type="checkbox"/> Describe teaching and learning strategies in a client relationship. <input type="checkbox"/> Differentiate between extrinsic and intrinsic motivators. <input type="checkbox"/> Describe an initial client consultation. <input type="checkbox"/> Establish (articulate) career goals and personal marketing plans. <input type="checkbox"/> Develop strategies to establish client/personal trainer goal setting/objectives. <input type="checkbox"/> Develop a cover letter, resume, thank you/follow-up letter, and business card or business flyer. <input type="checkbox"/> Create a business plan for starting a business or a plan for gaining employment with an established company. <input type="checkbox"/> Define and describe the components of a business plan. <input type="checkbox"/> Conduct a market analysis for business within a geographic area of interest <input type="checkbox"/> Develop a marketing plan. <input type="checkbox"/> Distinguish between sole proprietorship, independent contractor, partnership, corporation and S corporation. <input type="checkbox"/> Define business licensure, certification and professional liability insurance. <input type="checkbox"/> Define operating procedures, written policies and procedures, informed consent/waiver or release. <input type="checkbox"/> Articulate American College of Sports Medicine (ACSM) , personal trainer certification code of ethics/scope of practice, sexual harassment, client confidentiality. <input type="checkbox"/> Describe emergency response and proper qualifications. |
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A student earning a “B” grade or better may earn college credit at the following college:

College	Course	Credits
Pierce College	KINS 257 (CIP Code: 31.0504)	3