

CLIENT CARE AND MARKETING ARTICULATION

Pierce County Careers Connection Dual Credit Articulation Agreement

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

☐	Define the scope of practice for the ACSM certified Personal Trainer.
	Discuss the academic and professional preparation for a career in the Fitness Industry.
	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.
	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.
	Describe some barriers that prevent physical activity from improving the health of our population.
	Articulate the distinct, predictable stage of behavior change and determine the stage your client is in for a particular behavior.
	Discuss the ways in which the personal trainer can provide clients with an organized way of learning.
	Demonstrate through role-playing and modeling the characteristics of a good exercise leader.
	Identify effective communication skills used in motivating and fostering behavior change and strategies to help your client anticipate and prevent relapse.
	Describe the elements of integrating lifestyle coaching skills into a personal training session.

	Articulate the elements of healthy interpersonal relationships (trust, communication, nonjudgemental) and how to maintain professionalism.
	. Differentiate between extrinsic and intrinsic motivators.
	Articulate career goals and personal marketing plan.
	Develop a cover letter, resume, thank you follow up letter, and business card or business flyer.
	Create a business plan for starting a business or a plan for gaining employment with an established company.
	Define and describe the components of a business plan.
	Conduct a market analysis for business within a geographic area of interest.
	Distinguish between sole proprietorship, independent contractor, partnership corporation and S Corporation.
	Discuss the basis of operating procedures as they pertain to business, and the primary areas of potential liability such as: equipment, scope of practice, sexual harassment, emergency response, client confidentiality, and written policies, procedures and forms.
	Discuss professional liability insurance, licensures, certifications and other professional competencies to ultimately protect the best interest of the clients at all times in all ways.

A student earning a “C” grade or better may earn college credit at the following college:

<u>College</u>	<u>Course</u>	<u>Credits</u>
Pierce College	KINS 257_	3