

Grande Prairie Regional College
Department of Physical Education, Athletics & Kinesiology

Course Outline
PF 2910
Advanced Fitness Leadership Practicum

Instructor: Laura Hancharuk **Office:** M102 **Phone:** 539-2440

Course Times: Tues/Thurs 1:00 – 2:20 pm **Location:** H223

Course Description:

A theoretical and practical course. Seminars on the business side of personal training, and practicum placements in local fitness facilities utilizing techniques in exercise testing and advanced counseling.

Prerequisites/Corequisites:

PA 1980 (Resistance Training), PF1910 (Fitness Leadership Practicum), Certification as an AFLCA Resistance Training or Group Exercise Leader as well as a CFC (Certified Fitness Consultant), must be attained prior to starting practical hours at fitness facilities.

Course Objectives:

1. To provide theoretical and practical knowledge in regards to the business issues of personal training. Students will be designing business and marketing plans.
2. To develop practical experience in the fitness leadership industry. Including employment interviews, fitness testing, exercise prescription, and administrative opportunities at local fitness facilities.
3. To develop practical experience in one-on-one Personal Training. Including fitness testing; program development; goal-setting; motivation during sessions; and follow-up. Students will work with at least three full-time clients throughout the semester.
4. Gain invaluable opportunities to network within the local fitness community.

Required Text: The Business of Personal Training
Scott O. Roberts
1st Edition. 1996
Publishers: Human Kinetics, Champaign, Illinois

Related Texts: The Personal Trainer's Handbook
Teri S. O'Brien
1st Edition. 1997
Publishers: Human Kinetics, Champaign, Illinois

Canadian Physical Activity Fitness & Lifestyle Appraisal Manual
3rd Edition
National CSEP Health & Fitness Program

Attendance:

Attendance and active participation are fundamental requirements to this course. It is the policy of the Department of PEAK that a student missing more than 10% (3 days) for unexcused absences may not be allowed to write the final exam, or in this case, complete the course requirements. In addition to attendance at seminars, students must perform 56 hours of practical experience through their practicum placements.

Transferability:

This course is currently not transferable to the University of Alberta.

Evaluation:

Marks will be determined using a percentage and converted to letter grades using the GPRC Alpha Grading Scale.

1.	Infomercial Critique	10%
2.	Seminar Presentation	15%
3.	Business/Marketing Plan Design a business plan to be implemented by your personal training business upon graduation from the Fitness Leadership Diploma Program. Include detailed information regarding the marketing procedures you plan to employ	25%
4.	Practicum Placements	
	Logbook	25%
	Agency/Personal Training Evaluations	25%

Attendance is mandatory at all Fit 'n Firm Seminars:

A review of each seminar will be a required component of your logbook. A complete list of dates and times is attached.