

# Course Outcome Guide (COG)

<b>Course:</b>	MASG 240 Business of Massage	<b>Credits:</b>	2	<b>Instructor:</b>	Wendy McGinley
<b>Course Description:</b>	Pre-requisite: Admission to the Massage Therapy Program. Students will learn how the basics of business apply to running their own business. Topics covered include: career options, therapeutic relationships, the business setting, self-care, managing a business, advertising and marketing, and professionalism.				
Concepts and Issues	Process Skills	Assessment Tasks	Intended Outcomes		
			Course	General Education or Program	Institutional
<p>A. Business operation:</p> <ul style="list-style-type: none"> <li>• Legal requirement</li> <li>• Marketing</li> <li>• Book-keeping</li> <li>• Sales</li> </ul> <p>B. Business practice:</p> <ul style="list-style-type: none"> <li>• Standards of practice</li> <li>• Code of ethics</li> </ul>	<p>1. Create the following:</p> <ul style="list-style-type: none"> <li>• Business plan</li> <li>• Business card</li> <li>• Brochure</li> <li>• Floor plan</li> <li>• Equipment list</li> <li>• Marketing plan</li> </ul> <p>2. Demonstrate knowledge and understanding of the following:</p> <ul style="list-style-type: none"> <li>• Obtaining Tax ID number</li> <li>• Business registration</li> <li>• Business operation</li> <li>• Legal requirements</li> <li>• Standards of practice</li> </ul>	<p>A. Complete examinations, quizzes, and worksheets demonstrating mastery and understanding of concepts and issues.</p> <p>B. Complete textbook readings demonstrating mastery of concepts and issues.</p> <p>C. Complete assigned post-chapter questions demonstrating mastery of concepts and issues.</p> <p>D. Participate in class.</p> <p>E. Complete assigned projects demonstrating mastery of concepts and issues.</p>	<p>The student will be able to:</p> <p>A. Develop a business plan.</p> <ul style="list-style-type: none"> <li>• Business card</li> <li>• Brochure</li> <li>• Floor plan</li> <li>• Decoration scheme</li> <li>• Marketing plan</li> <li>• Equipment list</li> </ul>	<p>2. Students will explain and comply with ethics, boundaries, laws, and regulations.</p>	<p>1. Students will demonstrate effective communication skills.</p>