

ESS 313 : Fitness Management

This course prepares students to organize and administer fitness programs and facilities. Business principles and administrative responsibilities related to managing fitness programs and facilities will be examined. Topics include leadership, organizational design, hiring, staff development, performance evaluation, compensations strategies, sales and marketing, programming, customer service, fiscal management, legal issues, health and safety issues and equipment and facility maintenance.

Credits 4

Prerequisite Courses

[ESS 225: Introduction to Exercise Science and Health Sciences](#)

Semester Offered

Offered fall of even-numbered years