

ILLINOIS VALLEY COMMUNITY COLLEGE



Course Syllabus

Division: Health Professions

Course: THM 1226

Therapeutic Massage Business Practices Marketing & Ethics

Date:	Summer 2002
Semester Hours:	3
Lecture hours per week:	3
Labs hours per week:	0
Seminar hours per week:	0
Other hours:	0
Prerequisite:	None
Semester Offered:	Summer 2002
Instructor(s):	Linda Pinn, RN, CMT

I. CATALOG DESCRIPTION

In this course, the student explores various aspects of developing and maintaining a successful therapeutic massage practice. Topics include how to develop a business plan, how to establish and maintain a bookkeeping system, developing and managing client records, marketing practices, and exploring the professional relationship of the client and the therapist as well as learning legal and ethical issues of a therapeutic massage business practice.

II. EXPECTED LEARNING OUTCOMES AND RELATED COMPETENCIES:

Upon completion of the course, the student will be able to:

1. Define the educational and legal aspects regarding scope of practice.
2. Describe ethical conduct in the client/therapist relationship and in business practices.
3. Describe all available business options, along with advantages and disadvantages.
4. Explain why massage therapists must be aware of the laws, rules, regulations and licensing of the profession.
5. Develop and maintain client records.
6. Establish and maintain a bookkeeping system.
7. Distinguish between employees and sub-contractors and related tax issues.
8. Develop a business plan.
9. Develop a marketing plan including promotion materials.

- 1. Define the educational and legal aspects regarding scope of practice.**
 - 1.1 Define massage, bodywork, massage practitioner, massage therapist, and bodyworker.
 - 1.2 Describe licensing certification and registration.
 - 1.3 Discuss the National Certification Exam.
 - 1.4 Describe the scope of practice as related to massage therapy.

- 2. Describe ethical conduct in the client/therapist relationship and in business practices.**
 - 2.1 Define therapeutic communication.
 - 2.2 Discuss established code of ethics for massage therapy.

- 3. Describe all available business options along with advantages and disadvantages.**
 - 3.1 Discuss location, personality, skills and desire as it relates to career success.
 - 3.2 Describe the six types of massage.
 - 3.3 Discuss various settings for massage therapy practice.
 - 3.4 Discuss the first steps in setting up your own practice.
 - 3.5 Discuss the characteristics of a successful business owner.

- 4. Explain why massage therapists must be aware of the laws, rules, and regulations and licensing of the profession.**
 - 4.1 Define state, federal, county and municipal government responsibilities as related to the massage therapy profession.
 - 4.2 Discuss insurance requirements for massage professionals.

- 5. Develop and maintain client records.**
 - 5.1 Discuss the importance of the client history and progress notes.
 - 5.2 Describe the evaluation and re-evaluation process.

- 6. Establish and maintain a bookkeeping system.**
 - 6.1 Describe debits and credits.
 - 6.2 Develop a simple business record to include accounts payable and accounts receivable.
 - 6.3 Discuss investment options for small business owners.
 - 6.4 Discuss insurance reimbursement for massage therapy.

- 7. Distinguish between employees and sub-contractors and related tax issues.**
 - 7.1 Define income tax, social security tax, and self-employment tax.
 - 7.2 Describe deductible business expenses as related to massage therapy.

8. Develop a business plan.

- 8.1 List and describe items to consider for your business plan.
- 8.2 Define target clientele.
- 8.3 Discuss the importance of establishing goals.
- 8.4 Describe professional licensing, establishment license, and zoning requirements.
- 8.5 Describe “fictitious name statement”.
- 8.6 Identify the role the health department, fire department, and police department each has in planning your massage business.

9. Develop a marketing plan including promotion materials.

- 9.1 Describe the benefits of organization membership.
- 9.2 Define networking.
- 9.3 Describe the importance of utilizing business cards, brochures, flyers, and newsletters to promote your business.
- 9.4 Discuss options for free advertising.

III. COURSE CONTENT:

Week One:	An overview of the massage profession, current political issues and scope of practice
Week Two:	Career options and initial considerations
Week Three:	NO CLASS
Week Four:	Successful career strategies
Week Five:	Business start-up and opening a massage office
Week Six:	Business basics, practice pointers, and business management
Week Seven:	Keeping client and financial records, financial management, and money management skills
Week Eight:	Therapeutic communication and ethical considerations
Week Nine:	Professional associations, insurance requirements, income taxes, and health issues
Week Ten:	Marketing yourself and your business/practice

IV. INSTRUCTIONAL METHOD:

Lecture	Discussions/Group Work
Guest Presentation	Demonstrations

V. INSTRUCTIONAL MATERIALS:

Required Texts: Hands Heal
Business Mastery

Optional Texts: Massage a Career at Your Fingertips Text
Massage a Career at Your Fingertips Workbook

Handouts
Transparencies
Charts/Models

V. STUDENT REQUIREMENTS AND METHODS OF EVALUATION:

Final Grade will be based on:

1. Quizzes
2. Exams
3. Homework: All class assignments are due at the beginning of class. Ten percent will be deducted from your grade for each day it is late.
4. Business Plan
5. In Class Room: professionalism, attendance, participation, ethics, and group discussion.

90 - 100%	=	A
80 - 89%	=	B
70 - 79%	=	C
60 - 69%	=	D
Below 60%	=	F

Quizzes: 2-3 quizzes will be given throughout the semester. Quizzes may not be taken over or made up if missed.

Exams: 3 written exams will be given during the course. It is the students' responsibility to contact the instructor to schedule a make-up exam within three days of absence.

Homework: All class assignments are due at the beginning of class. Ten percent will be deducted from your grade for each day it is late.

Business Plan: Student is responsible for creating a business plan, (working outside of class), based upon discussions, text, and handouts. A completed Business Plan is due week nine.

In Class Room: These grade points will be based on:

1. Your attendance.
2. Your eager and active participation in class.
3. Your professional and ethical behavior and appearance.

VI. REFERENCES:

Required Texts and Workbook

Handouts

Class Discussions

VII. EMERGENCY PROCEDURES/SEVERE WEATHER:

A. Class cancellation due to inclement weather will be announced on local radio stations.

B. Phone tree will be activated in case of a class cancellation due to instructor absences.

VIII. COLLEGE WITHDRAWAL POLICY:

It is the responsibility of the student to officially withdraw from class according to the procedures described in the college catalog. Any student who does not officially withdraw by the withdrawal deadline will receive a letter grade.

IX. INCOMPLETE

All course requirements must be completed by the end date for the course. If there are extenuating circumstances which merit granting a student more time to finish course requirements, an incomplete grade ("I") may be given. To receive an incomplete, an Incompleted Grade Contract Form must be completed and approved. If the requirements are not completed the "I" may revert to an "F". Students should discuss the incomplete contract with the instructor.

X. ATTENDANCE POLICY

All learning requires attendance and participation. Because of the nature of the therapeutic massage program attendance is expected at all classes. It is also expected that students will be present for the entire class. Students that are having problems with attendance will be asked to review their commitment to the therapeutic massage program.

There are no excused absences. If a second absence should occur in a class the student will be required to meet with the program coordinator or the instructor in order to determine appropriate make-up work for time missed. A Learning Contract will be written and signed by the student and the instructor or program coordinator. Each additional absence will result in a 10% deduction from the final grade.

Classes start on time with attendance taken. Students who are late or who leave early will lose time. Each one half hour of class missed will be 25% of an absence. Please inform the instructor when you arrive late or leave early to receive accurate credit for your attendance or you will be assigned credit according to the instructor's estimate of your arrival and departure.

XI. SUPPLIES NEEDED

- A. Required Texts and Workbooks
- B. Pencils, pens
- C. Full size (8 1/2x 11) lined paper
- D. Ruler