



Day:	Tuesday
Time:	930-130pm
Dates:	17th April 2011
Numbers:	Minimum 8, Maximum 14
Course Level and Title:	Level 3 Award in Business and Marketing
Course Fee:	£30 Additional fees for assessment and registration.
Tutor:	Mel Hargreaves

Who is the Course for?

Do I need any prior experience? You must hold a Level 2 Fitness Instructor Qualification

Will I need an Interview? No

What could I do next? You could complete 2 further add on modules and complete the Diploma in Personal Training. This works well with the being Self Employed Module.

What are the aims of the course?

What topics will I cover?

- Business Planning
- Market Research
- Mission Statements
- Key Performance Indicators
- Marketing and Advertising
- Pricing Policies

What will the sessions consist of?

This is the first workshop to start you thinking about key concepts when setting up a business in leisure. The course can be attended as an £85 workshop or you can have additional workshops and submit a business plan for assessment which gives you the qualification.

You will examine case studies and market trends to enable you to create a pricing policy. You will also be given sample business plans to enable you to set yourself business goals. You will also gain some ideas on how you can market your business.

How is the course assessed?

Practical Exam? No **Written Exam?** Yes (optional)

Awarding Organisation: Central YMCA Qualifications, www.cyq.org.uk

How can I prepare for the course?

Research local websites and costs of local business in your sector. Design a logo/mission statement/name and slogan for your Personal trainer

Key Facts

Apprenticeship option? Yes for Personal Trainers

Key Qualification? No

**What Next?
Contact us**

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