SUCCESSFUL MARKETING STRATEGIES IN THE HEALTH AND FITNESS INDUSTRIES BEGIN BY LEARNING ABOUT THE HISTORICAL EVOLUTION, ISSUES, AND CAMPAIGNS IN THE VARIOUS HEALTH, FITNESS, WELLNESS, NUTRITION, ETC. FIELDS. THESE STRATEGIES ARE THEN APPLIED TO UNDERSTANDING THE UNIQUE ASPECT OF PRODUCTS, ROLE OF MARKETING, UNDERSTANDING THE CHANGE MANAGEMENT ASPECTS OF VARIOUS TARGET MARKETS.

This course will allow you to learn about the concepts of marketing as it relates to the roles of fitness in modern and historical societies; health, nutrition and well-being models throughout the globe. You will gain an understanding of issues in health & fitness marketing through an analysis of local and international company's marketing strategies. The course will also cover health behavior change models, barriers to adopting healthier lifestyles and methods for encouraging the adoption of healthy lifestyles.

GLOBAL LEARNING COURSE LEARNING OUTCOMES

This is a Discipline-specific GL course that counts toward your FIU GL graduation requirements.

Global Awareness - Students will be able to demonstrate knowledge of the interrelated effects of personal lifestyle attitudes and beliefs that may impact buying decisions throughout the world.

Global Perspective - Students will be able to analyze health and fitness marketing problems from various local, international, and cultural perspectives.

Global Engagement - Students will be able to demonstrate a willingness to engage in solving health and fitness marketing-related issues related to various local, international, and intercultural entities.

At the end of this course students should be able to:

- Demonstrate knowledge of the interrelated effects of personal lifestyle attitudes and beliefs impact buying decisions throughout the world.
- Analyze health & fitness marketing problems from local, international, and various cultural perspectives.
- Demonstrate a willingness to engage in solving health & fitness marketing-related issues related to various local, international, and intercultural entities.
MAJOR & CURRICULUM OBJECTIVES TARGETED

This course is central to the goal of helping students find a job in their chosen field and ultimately succeed in that career. As such, the course supports a number of marketing major and business curricular objectives, including:

MAJOR
- Interpreting the language of marketing

ANALYTICAL
- Determining and applying appropriate problem-solving techniques to business problems
- Integrating knowledge across business disciplines to formulate decisions

INFORMATION TECHNOLOGY
- Creating documents, presentation and spreadsheets
- Using the web to find information

CRITICAL THINKING
- Analyzing business problems, particularly ill-structured ones (i.e., business problems with no "right answer")
- Identifying and evaluating relevant issues and information
- Communicating thought processes to others

COURSE STUDENT OBJECTIVES

At the end of this course students should be able to:
- Examine the trends and issues of the fitness industry throughout its evolution that impact marketing
- Articulate major health systems and how they impact attitudes toward health and marketing
- Identify key marketing-related issues or problems in health and fitness industries
- Apply the integrative functions of marketing (e.g., identify target market segments)
- Determine practical behavior change models to evaluate and improve marketing strategies
- Explore various health and fitness marketing career possibilities
- Experience marketing strategy/campaign processes for real-world application

STUDENT PERCEPTIONS OF TEACHING SURVEY (SPOTs) EXPECTATIONS

Toward the end of the course term/semester, you will be asked to complete a questionnaire (survey). Taking the time to reflect is valuable for you as our FIU students. It gives you a chance to ponder your experiences in your courses, to consider what you learned, how you learned it, and what might have helped you learn even more. Instructors seek valuable feedback to improve the design of the course and delivery of educational materials that add to your future success in the workforce.

The survey is delivered in three sections:

1. Course Structure - addressing how course design, objectives, expectations and grading policies are communicated to students.
   - Description of course objectives and assignments
   - Expression of expectations for performance in this class
   - Description of grading policies in the course syllabus

2. Learning Support - addressing how the implementation of course design, learning process, pacing, clear communication, class flow management are being communicated to students.
   - Consistency in following the course syllabus
   - Preparation for class
Do not copy without the express written consent of the professor.

- Use and management of class time
- Knowledge of course content
- Communication of ideas and information
- Stimulation of interest in course
- Facilitation of learning
- Provide feedback about your performance

3. Student-Learner Interactions - addressing how the student-instructor interaction elements are handled.
   - Availability to assist students in or out of class
   - Respect and concern for students
   - Fairness of instructor
   - Overall assessment of instructor

TEACHING METHODOLOGY

Course delivery may consist of a combination of readings, lectures, presentations, videos, assignments, quizzes, exams, guest speakers, and group projects to ensure that students are able to: apply core marketing concepts to the health fitness industries with the goal of critically analyzing and developing feasible marketing strategy solutions.

ASSURANCE OF LEARNING

The College of Business cares about the quality of your education. For more information please visit the Assurance of Learning site to learn more on the College's commitment to this initiative.

TEXTBOOK

No required textbook, all assigned readings will be available in Canvas.

ACCESSIBILITY AND ACCOMMODATION

Obtain more detailed information about the specific limitations with technologies used in this course. For additional assistance please contact our Disability Resource Center.

EXPECTATIONS OF THIS COURSE

Health & Fitness Marketing is a course that demands a real, good faith effort. We will cover considerable material. If you follow the course content week-by-week and keep up with the assignments, you will be successful both in mastering the material and attaining a good grade. You are expected to:

- Spend 2-4 hours a week reviewing the course content and reading the course material
- Complete all assigned tests, assignments, learning activities on time
- Participate in additional course components
- Review and follow the course calendar
- Challenge yourself to get the most out of your learning experience

Expectations for performance in an online course require a degree of self-motivation, self-discipline, and technology skills that can make them more demanding for some students.

COURSE DETAIL

COURSE COMMUNICATION

Please use Canvas Inbox to contact Professor.

Messages are a private and secure text-based communication that occurs within a Course and among Course members. Users must log on to Canvas to send/receive/read messages. The Messages tool is located on the left side Course Menu (Canvas user interface). It is recommended that students check their messages weekly to ensure up-to-date communication.
Students should expect a response to this communication within 1-2 days. I will respond to all emails, however, on occasion, one slips past. If you have not received a response within 3 days please resend your question to me.

Visit our writing resources page for more information on professional writing and technical communication skills.

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**GRADING**

Notes about grading..

<table>
<thead>
<tr>
<th>Course Requirements</th>
<th>Number of Items</th>
<th>Points for Each</th>
<th>Total Points Available</th>
</tr>
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<tbody>
<tr>
<td>Quizzes (online via Canvas)</td>
<td>10</td>
<td>5</td>
<td>50</td>
</tr>
<tr>
<td>Assignments/Discussion (Online via Canvas)</td>
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<td>25</td>
<td>50</td>
</tr>
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<td>Learning Application Activities/Participation</td>
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<tr>
<td>Healthy Change Project</td>
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<td><strong>Total</strong></td>
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<tbody>
<tr>
<td>A</td>
<td>93 or above</td>
<td>B</td>
<td>83 - 86</td>
<td>C</td>
<td>70 - 76 (140pts)</td>
</tr>
<tr>
<td>A-</td>
<td>90 - 92 (180pts)</td>
<td>B-</td>
<td>80 - 82 (160pts)</td>
<td>D</td>
<td>60 - 69</td>
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<tr>
<td>B+</td>
<td>87 - 89</td>
<td>C+</td>
<td>77 - 79</td>
<td>F</td>
<td>59 or less</td>
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**COURSE CALENDAR**

**WEEKLY SCHEDULE - DUE DATES IN WEEKLY FOLDERS**

<table>
<thead>
<tr>
<th>DATE</th>
<th>TOPICS</th>
<th>What’s Due</th>
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<tbody>
<tr>
<td>Week 1:</td>
<td><strong>Introduction to the Elements of Harmony</strong></td>
<td>-Academic Integrity Policy</td>
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<tr>
<td><strong>Jan 11</strong></td>
<td></td>
<td>-Participation #1: Introduction and Networking</td>
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<tr>
<td></td>
<td></td>
<td>-Quiz 1</td>
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<tr>
<td>Week 2:</td>
<td><strong>What is Health &amp; Fitness Marketing?</strong></td>
<td>-Quiz 2</td>
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<tr>
<td><strong>Jan 18</strong></td>
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<td>-Element Profile</td>
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<tr>
<td>Week 3:</td>
<td>Promoting Healthy Behavior Change</td>
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<tr>
<td>Jan 25</td>
<td>Assignment One: Who am I - Brand Persona</td>
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<td></td>
<td>Quiz 3</td>
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<th>Week 4:</th>
<th>Evolution of Fitness – Understanding the Roles of Fitness</th>
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<tbody>
<tr>
<td>Feb 1</td>
<td>Health &amp; Fitness Marketing Exploration</td>
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<td></td>
<td>Quiz 4</td>
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<tr>
<th>Week 5:</th>
<th>Promotional Styles of the Fit and Famous: A Fitness Marketing Review</th>
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<tbody>
<tr>
<td>Feb 8</td>
<td>Participation #3: AIDA Model for Evaluating Fitness Promotions</td>
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<th>Week 6:</th>
<th>Applying Behavior Change: Measuring Behavior Change (Monitoring/Evaluation)? Metrics?</th>
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<tr>
<td>Feb 15</td>
<td>Assignment 2: A Healthier Side of FIU</td>
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<tr>
<th>Week 7:</th>
<th>Who’s Your Tribe? Segmentation in Health and Fitness Marketing</th>
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<tr>
<th>Week 8:</th>
<th>The Culture of Health; A Cultural Marketing Approach</th>
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<tr>
<td>Mar 1</td>
<td>Quiz 5</td>
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<tr>
<th>Week 9:</th>
<th>Health and Fitness Marketing Certificate Certificate Forms</th>
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<tbody>
<tr>
<td>Mar 8</td>
<td>Participation #4: Health &amp; Fitness Certificate Quiz</td>
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<tr>
<th>Week 10:</th>
<th>Wellness World: Producing Wellbeing in the Industry</th>
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<tbody>
<tr>
<td>Mar 22</td>
<td>Quiz 6</td>
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<tr>
<th>Week 11:</th>
<th>Chew on This: Food and Marketing around the Globe</th>
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<tr>
<td>Mar 29</td>
<td>Quiz 7</td>
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<tr>
<th>Week 12:</th>
<th>Value Does Have a Price: A Nutritional Approach</th>
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<tr>
<td>Apr 5</td>
<td>Quiz 8</td>
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<tr>
<th></th>
<th>Participation #5: Value Marketing</th>
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PARTICIPATION ACTIVITIES

Since we do not utilize a textbook, the bulk of your learning is through basic content and then application. The learning and application processes are designed to help you expand your knowledge and understanding through marketing-related activities. Most of these activities will include responding to Discussion posts and engaging/interacting with fellow classmates/colleagues. Keep in mind that your postings will likely be seen by other members of the course. Care should be taken when determining what to post.

ASSIGNMENTS

These participation activities will serve as a guided journey through applying live marketing and behavior change concepts as they relate to health and fitness marketing and to prepare you for becoming globally-minded professionals. The specifics of each assignment will be available through Canvas. All assignments need to be sent through Canvas. All assignments must be submitted no later than 11:59 pm on the posted due date (see Canvas for due dates).

These assignments also assess the Global Learning Outcomes of Global Awareness, Perspective and Engagement.

QUIZZES

Playposit Quizzes - To keep you up-to-date with the lecture content, quizzes will be given. The purpose of each assessment is to measure your knowledge and understanding of the skills and concepts covered in the module. All tests will be administered online and will be available from Monday at 12:01 am through Sunday at 11:59 pm of the corresponding week.

The assessments will be administered over Canvas in a multiple-choice. These are open notes, however, they are not meant to be a group exercise; group participation and/or cheating will not be tolerated. You will have two attempts and your grade will be the highest of both scores.

The quizzes also assess the Global Learning Outcomes of Global Awareness, Perspective and Engagement.

Please plan ahead if you are going away for a weekend, moving, had an electrical failure, or had a technical problem. Late submissions will have a penalty of 10% per day.

TECHNOLOGY

ATTENTION: Google Chrome is recommended for Canvas. We highly recommend that you read ALL the information in the Browser Issues section. It is your responsibility to ensure you are set up correctly.

In order to mitigate any issues with your computer and online assessments, it is very important that you take the "Practice Quiz" from each computer you will be using to take your graded quizzes and exams. It is your responsibility to make sure your computer meets the minimum hardware requirements.

If you need assistance please contact FIU Online Support Services.

Important Information

Teaching Methodology
This is a fully online course delivered through Canvas Learn. The course site will be employed to deliver the course by providing communication tools, evaluation tools and quick access to the course content materials. To log in, go to http://online.fiu.edu/ and login to the new Canvas Learn. Your username is your FIU MyAccounts username (Example: jdoe001) and your password is your FIU MyAccounts password. FIU online will hold several orientation sessions. I strongly recommend you attend one session to familiarize yourself with the learning system as soon as you can. You can find tutorials and documents that will help you familiarize with the system in the following link: http://online.fiu.edu/currentstudents/tutorials

Expectations of this Course

Hybrid Sections: some of the course work will be conducted online.
Online Sections: All materials are delivered online.

Expectations for performance in courses with online content are the same for a traditional course. In fact, online courses require a degree of self-motivation, self-discipline, and technology skills which can make these courses more demanding for some students.

Marketing Research is a relatively rigorous course that demands a real, good faith effort. We will cover considerable material, some of it technical or quantitative in nature. If you follow the course content week-by-week and keep up with the assignments, you will be successful both in mastering the material and attaining a good grade. You are expected to:

- Spend 3-5 hours a week reviewing the course content and reading the course material
- Complete all course assignments
- Submit your assignments and quizzes online
- Participate in additional course components, i.e., Adobe Connect meetings and online bulletin boards
- Participate in class – comments, discussions, etc.
- Take the mid-term and final exams online
- Review and follow the course calendar

Policies

Please review the FIU’s Policies webpage. The policies webpage contains essential information regarding guidelines relevant to all courses at FIU, as well as additional information about acceptable netiquette for online courses.

As a member of the FIU community, you are expected to be knowledgeable about the behavioral expectations set forth in the FIU Student Code of Conduct.

Panthers Care & Counseling and Psychological Services (CAPS)

If you are looking for help for yourself or a fellow classmate, Panthers Care encourages you to express any concerns you may come across as it relates to any personal behavior concerns or worries you have, for the classmate’s well-being or yours; you are encouraged to share your concerns with FIU’s Panthers Care website.

Counseling and Psychological Services (CAPS) offers free and confidential help for anxiety, depression, stress, and other concerns that life brings. Learn more about CAPS at caps.fiu.edu. Professional counselors are available for same-day appointments. Don’t wait to call 305-348-2277 to set up a time to talk or visit the online self-help portal.

Technical Requirements and Skills

One of the greatest barriers to taking an online course is a lack of basic computer literacy. By computer literacy...
we mean being able to manage and organize computer files efficiently, and learning to use your computer’s
operating system and software quickly and easily. Keep in mind that this is not a computer literacy course; but
students enrolled in online courses are expected to have moderate proficiency using a computer. Please go to
the "What's Required" webpage to find out more information on this subject.
Please visit our Technical Requirements webpage for additional information.

- Canvas Privacy Policy
- Qualtrics Privacy Policy
- Microsoft Privacy Policy
- Honolock Privacy Policy

Accessibility and Accommodation
The Disability Resource Center collaborates with students, faculty, staff, and community members to create
diverse learning environments that are usable, equitable, inclusive and sustainable. The DRC provides FIU
students with disabilities the necessary support to successfully complete their education and participate in
activities available to all students. If you have a diagnosed disability and plan to utilize academic
accommodations, please contact the Center at 305-348-3532 or visit them at the Graham Center GC 190.

Please visit our ADA Compliance webpage for information about accessibility involving the tools used in this
course.
Accessibility Statements for Course Tools:
- Qualtrics
- Canvas
- Microsoft
- Honorlock

For additional assistance please contact FIU's Disability Resource Center.

Academic Misconduct Statement

Florida International University is a community dedicated to generating and imparting knowledge through
excellent teaching and research, the vigorous and respectful exchange of ideas and community service. All
students should respect the right of others to have an equitable opportunity to learn and honestly to
demonstrate the quality of their learning.

Therefore, all students are expected to adhere to a standard of academic conduct, which demonstrates respect
for themselves, their fellow students, and the educational mission of the University. All students are deemed by
the University to understand that if they are found responsible for academic misconduct, they will be subject to
the Academic Misconduct procedures and sanctions, as outlined in the Student Handbook.

Academic Misconduct includes: Cheating – The unauthorized use of books, notes, aids, electronic sources; or
assistance from another person with respect to examinations, course assignments, field service reports, class
recitations; or the unauthorized possession of examination papers or course materials, whether originally
authorized or not. Plagiarism – The use and appropriation of another’s work without any indication of the
source and the representation of such work as the student’s own. Any student who fails to give credit for ideas,
expressions or materials taken from another source, including internet sources, is responsible for plagiarism.

Learn more about the academic integrity policies and procedures as well as student resources that can help
you prepare for a successful semester.

Assignments from the text and other resources are listed below for each class session. Students are expected
to pace their learning according to the posted course assignments.
It is expected that interactive learning and teaching will enrich the learning experience of all students, and that
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each student will work in partnership with the Instructor to create a positive learning experience for all. Student engagement is a necessary condition for an effective learning experience, and includes contributions to debate and discussion (if any), positive interactive learning with others, and an enthusiastic attitude towards inquiry. Everyone is expected to be a positive contributor to the class learning community, and students are expected to share the responsibility of teaching each other.

**Statement of Understanding between Professor and Student**

Every student must respect the right of all to have an equitable opportunity to learn and honestly demonstrate the quality of their learning. Therefore, all students must adhere to a standard of academic conduct, demonstrating respect for themselves, their fellow students, and the educational mission of the University. As a student in the College of Business taking this class:

- I will not represent someone else’s work as my own
- I will not cheat, nor will I aid in another's cheating
- I will be honest in my academic endeavors
- I understand that if I am found responsible for academic misconduct, I will be subject to the academic misconduct procedures and sanctions as outlined in the Student Handbook.

Failure to adhere to the guidelines stated above may result in one of the following:

- Expulsion: Permanent separation of the student from the University, preventing re-admission to the institution. This sanction shall be recorded on the student's transcript.
- Suspension: Temporary separation of the student from the University for a specific period of time.

By taking this course I promise to adhere to FIU’s Student Code of Academic Integrity. For details on the policy and procedure click here.

**NOTE:** Intensive Auditing of the course will be conducted to prevent academic misconduct.