

GENERAL INFORMATION

PROFESSOR INFORMATION



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Office Hours: By appointment via Blackboard Messaging
E-mail: Please use the Blackboard message/email system

COURSE DESCRIPTION AND PURPOSE

The purpose of this course is to gain experience to analyze, design and implement marketing campaigns unique to the health and fitness industries by learning about the history, evolution, issues, and reviewing actual campaigns. In this course you will learn about the evolution and roles of fitness in modern and historical societies; review health, nutrition and well-being models throughout the globe and the role of marketing within each of those industries. 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 adoptions of healthy lifestyles. You will use marketing concepts to design a marketing campaign and experience a personal healthy change.

COURSE STUDENT LEARNING OUTCOMES

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

- Gain knowledge of the trends and issues of the fitness industry throughout its evolution
- Understand major health systems and how they impact attitudes toward health
- Identify key marketing-related issues or problems in health and fitness industries
- Manage the integrative functions of marketing (e.g., identify target market segments)
- Use practical behavior change models to evaluate and improve marketing strategies
- Develop a working knowledge of the marketing strategy/campaign process for real-world application

COURSE STUDENT GLOBAL LEARNING OUTCOMES

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 and fitness marketing problems from various local, international, and cultural perspectives.
- Demonstrate a willingness to engage in solving health and fitness marketing-related issues related to various local, international, and intercultural entities.

MAJOR & CURRICULUM OBJECTIVES TARGETED

Students will be able to:

- Individually formulate, structure, support, and adapt written messages.
- Use information technology as a tool to do essential business tasks.

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- Apply critical thinking skills to complex business problems.
- Use quantitative analytical skills.
- Demonstrate functional skills and knowledge in the study of marketing as a core subject.

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.

COURSE DETAILS

COURSE COMMUNICATION

Please use Blackboard Messages/Email 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 Blackboard to send/receive/read messages. The Messages tool is located on the left side Course Menu (Blackboard 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.

DISCUSSION FORUMS

Keep in mind that your discussion forum postings will likely be seen by other members of the course. Care should be taken when determining what to post to represent yourself in a professional manner.

GRADING

Course Requirements		Points	
Assignments 5 @ 20 pts			100
Tests 4 @ 50 pts			200
Final Exam - comprehensive			100
Project			100
TOTAL			500
Letter	Range (%)	Letter	Range (%)
A	Above 93 (465+)	C+	77.00 - 79.99 (385+)
A-	90.00 - 92.99 (450+)	C	70.00 - 76.99 (365+)

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B+	87.00 - 89.99 (435+)	D	60.00 - 69.99% (300+)
B	83.00 - 86.99 (415+)	F	<59.99% (<300)
B-	80.00-82.99% (400+)		

ASSESSMENTS

ATTENTION: Please refer to the [browser requirements](#) for taking online quizzes. Blackboard assessments are NOT compatible with mobile devices (iPads, Tablets, phones, etc.). If you need further assistance please contact [FIU Online Support Services](#).

All assessments will be due on Sundays by 11:59 pm Eastern Time. Check Blackboard Weekly Folders for the specific due dates.

1. Tests:

To keep you up-to-date with the reading assignments and media content, 4 tests will be given. The purpose of each test is to assess your knowledge of the assigned Module content (lectures, activities and audio/visual media). Most recent dates and times for the tests are located in the Weekly Folders in Blackboard.

These tests will be administered in Blackboard and will be multiple-choice. They will be open notes. You will have a time limit of 60 minutes and 2 attempts on each. To be successful you will want to study hard for them and prepare even though they are open notes.

2. Final Exam:

You will complete a final exam (hybrid courses are in-class and online course are through ProctorU.com).

Make-ups/re-takes are discouraged and will only be considered for extreme issues. Therefore, if you are going away for a weekend, moving, had an electrical failure, or a technical problem, ***plan ahead.***

It is your responsibility to ensure you are set up correctly. Taking the PRACTICE QUIZ can help you work out any issues prior to taking your first quiz. Remember that if you have technical issues of this nature, you will not be able to retake a test. The ONLY valid reason is if the FIU/Blackboard system was down.

3. Assignments:

During the course, you will be gaining new insights and perspectives from your readings and will be asked to apply and connect those insights to various health and fitness marketing concepts locally at FIU and globally. You will be contributing professional commentary regarding various marketing concepts via online and social media content selected by the professor.

Hybrid course: You will work on the assignments during class time. You are expected to be in class each time to complete the materials.

ADOBE CONNECT PRO MEETING

Adobe Connect Pro Meeting - TBA

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COURSE CALENDAR

WEEKLY SCHEDULE - DUE DATES IN WEEKLY FOLDERS

DATE	TOPICS	QUIZZES
Jan 9-15	Week 1: What is Health & Fitness Marketing <ul style="list-style-type: none">• What is Health & Fitness?• Literally Becoming Well: Wellbeing Literacy Skills for Health & Fitness Marketing• Do I have to Promote? Understanding Health & Fitness Marketing• Marketing #HealthyChange: Advocacy and Bias in Health & Fitness Marketing	Introduction
Jan 16-22	Week 2: Marketing Healthy Change <ul style="list-style-type: none">• How to Train Your Habits: Understand Behavior Change in Health & Fitness Marketing• How to Fix Bad Habits: Guiding Behavior Change in Health and Fitness Marketing• Maslow's Mystery: Why in the World do We Adopt Unhealthy Behaviors?	Assignment 1: My #HealthyChange Style Profile Assessment
Jan 23-29	Week 3: Promoting Behavior Change Related to Health & Fitness <ul style="list-style-type: none">• Promoting #HealthyChange: Behavior Change Models and Their Benefits in Health & Fitness Marketing• "I Think I Can:" The Health Belief Model in Health & Fitness Marketing• A Journey through #HealthyChange: Stages of Change Model• "Be the Change": #HealthyChange through the Stages of Change• Inspire Change: Influencing and Inspiring #HealthyChange through Stages of Change	Test 1

Jan 30-Feb 5

Week 4: Project Part One -

- Area of Focus: Exploring the World of #MyHealthyFIU
- My Journey: What's My Healthy Change Story?
- To Change or Not to Change: Behavior Change Changes the Message

Feb 6-12

Week 5: Evolution of Fitness – Understanding the Roles & Purposes of Fitness throughout History

- What's Your Purpose: Why in the World do we Need Fitness?
- Fit for Society: A Review of Fitness Roles
- Tour de Fit: Olympics Style
- Tour de Fit: Asian Style
- Tour de Fit: Persian Style
- Tour de Fit: African Style
- Tour de Fit: Indian Style

Assignment 2: Model Fitness Promotions: The AIDA Model for Evaluating Fitness Promotions

Feb 13-19

Week 6: Promotional Styles of the Fit and Famous: A Fitness Marketing Review

- Leisurely Fit: Industrial Revolution and the Fitness Boom
- Fitness in a Box: Early Fitness Promotion Styles
- Join the Fit Club: Marketing Styles in the Fitness Clubs
- Talk Fitness to Me: The Celebrity and Expert Influence
- The Fit Biz: Supporting the Fitness Passion

Test 2

Feb 20-26

Week 7: Understanding Health Systems; Assignment 3: What's Your

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A Cultural Marketing Approach

Health Culture? A Healthy Change Activity

- A Healthy Society: A Cultural Approach to Health Marketing
- Tour de Health: Element & Energy Systems
- Tour de Health: Public Systems
- Tour de Health: Private Systems
- Tour de Health: Integrative Systems
- Lend a Healthy Hand: Supporting Healthcare Industry

DO NOT

Feb 27-Mar 5

Week 8: Who's Your Tribe: Segmentation in Health and Fitness Marketing

- Finding Your Healthy Tribe: Segmentation and Target Marketing
- Designing Your Healthy Tribe: Segmentation Styles in Health & Fitness Marketing
- Talk Healthy to Me: How to Segment Your Market "Tribe"

Assignment 4: My Tribe: A Segmentation Activity

Mar 6-12

Week 9: Project Part Two

- Continue the #HealthyChange Journey with #MyHealthyFIU
- How Does my World impact #MyHealthyFIU?
- Sharing #MyHealthyFIU and #HealthyChange with my FIU World

Mar 13-19

Week 10: Happy Spring Break

Continue your #HealthyChange Journey

Mar 20-26

Week 11: Wellness World; Product Development for Health & Fitness Marketing

- Producing Products: A Health & Fitness Marketing Approach
- What's In It for the Customer? The Real Marketing Exchange
- Development Detective: Marketing Research for Health & Fitness
- How to Apply Miyazaki's Distribution

Test 3

DO NOT

- Approach to Health & Fitness
- How to Develop a Product for Wellness Marketing

Mar 27-Apr 2

Week 12: You Can Price for Value in Health and Fitness Marketing

- Chew on This: Food Around the Globe
- Nutrition and Marketing: Value Does Have a Price
- Making an Offer They'll Sink Their Teeth Into: Ethics of Pricing
- Under the Influence: Who Influences Nutritional Benefits and Prices?
- An Appetizing Change: Creating Incentives for Changing Food Behavior

Assignment 5: What's Price Got to Do With It? Practicing the Marketing Strategy

Apr 3-9

Week 13: Promoting Healthy Change: A Health & Fitness Marketing Approach

- Can We Talk? Communication and Promotion for Health & Fitness Marketing
- Virtually Speaking: The Digital Marketing in Health & Fitness Marketing
- Start with the End in Mind: The Health & Fitness Marketing Strategy
- Filling in the Gaps: Evaluating and Analyzing your Campaign

Test 4

Apr 10-16

Week 14: Complete Project

- Report on my Campaign for the #HealthyChange Journey with #MyHealthyFIU
- How Was My World Impacted #MvHealthvFIU?

Project Due

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- Evaluating my #MyHealthyFIU and #HealthyChange my Campaign

Apr 17-23

Final Review

Final Exam

IMPORTANT INFORMATION

POLICIES

Please review the [FIU policies page](#) as it contains essential information regarding guidelines relevant to all courses at FIU and additional information on the standards for acceptable netiquette important for online courses.

RULES, POLICIES, AND ACADEMIC MISCONDUCT

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 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 readmission 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.

TECHNICAL REQUIREMENTS & 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

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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](#)" page to find out more information on this subject.

Please visit our [technical requirements page](#) for additional information.

COURSE PREREQUISITES

Recommended: MAR 3023 (may be taken concurrently)

Review the [course catalog page](#) for prerequisites information.

ACADEMIC MISCONDUCT STATEMENT

Florida International University is a community dedicated to generating and imparting knowledge through excellent teaching and research, the rigorous 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.

ACCESSIBILITY AND ACCOMMODATION

Obtain more detailed information about the [specific limitations with the technologies](#) used in this course.

Review [Blackboard's Accessibility Commitment](#) for more information.

For additional assistance please contact our [Disability Resource Center](#).

TEXTBOOK

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

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 course assignments
- Submit your assignments, quizzes and exams online and on time

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- Participate in additional course components
- Review and follow the course calendar

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.

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