

Name: \_\_\_\_\_

Period: \_\_\_\_\_

Date: \_\_\_\_\_

# Activity: Fitness Center Marketing

## Assignment Description:

You and a fictitious business partner are designing a fitness center and must put together the content for the “About” and “Programs” tab for your new businesses website. These tabs should include information such as the potential health benefits to your prospective clients. Current and accurate statistics can help persuade people to join your fitness center.

## What will you offer your members?

What special options are you going to offer your members? What do you think most people will want you to have in your gym? For example... a basketball court, climbing wall or yoga classes. Just don't forget to include how that activity will benefit the members.

**Task #1 – Draw out the floor plan of your facility identifying all of the different types of equipment which you will include.**

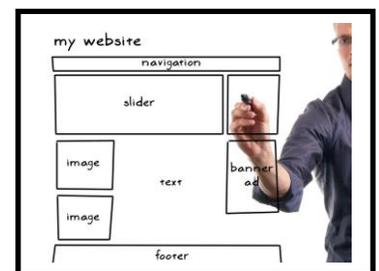
## How will you bring in clients?

You are being asked only to consider two areas in which your new business may draw in paying customers. In Task #1 you have considered (1) the creation of a practical and attractive physical space and the design of the facility, and now you are being asked to (2) create valuable content for your businesses website.

**Task #2 – Create the content for your businesses website which will populate the “About” and “Programs” tabs on your website.**

## Philosophy Statement:

In this short, roughly 150-250 word statement, please describe why you personally feel that this form of activity is important and how it has become part of your life or lifestyle.



**Task #3 – Complete a philosophy statement which serves to educate people on the benefits of what your business is making available to them.**

# Fitness Center Marketing – Grading Rubric

**Task #1: Draw out the floor plan of your facility identifying all of the different types of equipment which you will include.**

- Clear and specific floor plan which includes types of equipment or facilities available
- Coherent floor plan for available resources

**Task #2: Create the content for your businesses website which will populate the “About” and “Programs” tabs on your website.**

- The “About” Tab
  - Mental, Physical & Social Benefits of physical activity
  - Include professional studies and/or recommendations (example: CDC recommendations for Physical Activity)
- The “Programs” Tab
  - Explain available programs you will be running and their specific benefits
  - How do programs fit into your philosophy?

**Task #3 – Complete a philosophy statement which serves to educate people on the benefits of what your business is making available to them.**

## Summative Assessment Rubric

Floor Plan	Populating Your Website	Personal Philosophy	Creativity and Design
5. Students apply coherent and comprehensive design to both the equipment and facilities available. The assignment has no observable errors and the students are able to demonstrate their philosophy through their design.	5. Student highly effectively met the needs of 4 out of 4 areas of Task #2. These four areas were explored effectively through the use of a consistent message with supporting facts and stats.	5. Student effectively completed the personal philosophy statement including the health benefits as well as their personal stake in this form of activity. This statement met the length and content requirements of the task as described and may have included anecdotes or examples. This personal philosophy was formulated in a way which has the ability to draw in new customers.	5. Students demonstrate hard work and appropriate design. An effort was made to create a message which includes multiple forms (or layers) of information in support of their overall concept.
4. Students apply coherent and comprehensive design to both the equipment and facilities available. The assignment has no observable errors.	4. Student effectively met the needs of 4 out of 4 areas of Task #2. These four areas were explored effectively but may still exhibit some inconsistency or ineffectiveness of their message.	4. Student effectively completed the personal philosophy statement including the health benefits as well as your personal stake in this form of activity. This statement met the length and content requirements of the task as described.	4. Assignment contains specific content and demonstrates a significant effort to include content specific creativity and personalized design.
3. Students demonstrate understanding of the activity, but include the use of unoriginal content or need assistance of others in order to meet the demands of the task.	3. Student effectively met the needs of 3 out of 4 areas of Task #2.	3. Student completed the minimal appropriate personal philosophy statement. This statement may have met not have met the length or content requirements.	3. Assignment contains specific content and demonstrates an effort to include creativity and personalized design.
2. Students demonstrate a general understanding of the activity, but need assistance from others or have used unoriginal samples to meet the demands of the task.	2. Student only effectively met the need of 2 out of 4 areas of Task #2.	2. Student did not complete the personal philosophy statement portion of the task or any of its associated requirements.	2. Assignment has minimal content and demonstrates little to no creativity or design.
0-1. Student did not complete the floor plan portion of the task or any of its associated requirements.	0-1. Student did not effectively include information on one or fewer of the four areas of Task #2.	0-1. Student did not complete the personal philosophy statement portion of the task or any of its associated requirements.	0-1. Assignment lacks content and any personalized information.