

**COURSE OUTLINE**  
**BMGT-236**  
**Establishing a Consulting/Coaching Practice**  
**3 Semester Credits**

**HOWARD COMMUNITY COLLEGE**

**Course Description**

In this course the student will learn all of the aspects of starting and operating a coaching business. Students will be introduced to marketing strategy and learn how to create a business plan for a start-up coaching practice. Learning tools will include sample business and marketing plans, case studies and the use of worksheets for setting rates and managing revenue. (3 hours weekly)

**Overall Course Objectives**

Upon completion of this course the student will

1. Define and establish a target market.
2. Discuss and apply ways to finance a coaching business.
3. Establish referral relationships and to effectively use strategic partners.
4. Define and write a business plan for a coaching practice.
5. Successfully use the Internet to market a coaching practice.
6. Analyze the differences between business and personal coaching from the perspective of marketing and choosing a focus for a practice.

**Major Topics**

- I. Personal coaching versus business coaching: a marketing perspective.
- II. Target market for coaching.
- III. Financing a coaching practice.
- IV. Writing a business plan to begin a practice.
- V. Relationship and referral marketing.
- VI. Using the Internet, E-zines and websites to market a coaching practice.
- VII. Effective ways to create and maintain steady revenue.

**Course Requirements**

**Grading/exams:** The grading guidelines will be distributed at the first class session. At least three exams and a pertinent project will be incorporated into the course grade. Use of a journal will be a strongly recommended course component.

**Other Course Information**

Faculty and coach led presentations and discussions will be among the formats for the course. A substantial part of the application activities will involve discussion among the students and problem solving. Every effort will be made to make discussion and theory applicable to the students' personal development and professional lives.

This course serves as a Business elective.