

# MSG 200: Business and Marketing Plans

During this course, students are also taught ethical business management and professional development. This course is designed to help students to prepare for ethical decision making in professional practice while assisting in the development of their emerging identities as professional licensed massage therapists. Emphasis is placed on building and retaining clientele, communication skills, customer skills, customer services, continuing education, and setting goals. Upon completion, the student should be able to list the types of communication skills, state personal goals, and develop a business and marketing plan.

**hours:** 1

**Theory Hours:** 1

**Prerequisites:**

MSG 108

**Program:** [Massage Therapy](#)