



Health Promotion

Degree Offered: Bachelor of Science

Specializations:

- Community Health
- Complementary and Alternative Health
- Health and Fitness

Discover the World of Health Promotion

- The goal of the Health Promotion program is to ensure that our graduates have a life-long commitment to maximizing health and wellness through a variety of careers. The field of healthcare is a growing market with numerous jobs in areas such as health education, prevention of chronic diseases and disabilities, administrative aspects of healthcare, holistic health and wellness, promotion of healthy lifestyles, and research in areas of disease trends.

Experienced Faculty

- Our faculty come from a variety of health related fields and backgrounds. Each brings a unique view to the curriculum, which is designed to combine skill-based health studies with a strong background in the psychological, sociological, behavioral and business aspects of healthcare.

Hands-on Opportunities:

- Through either a professional development course or career field experience, service learning, and optional participation in local and international health related community projects, Health Promotion students learn the practical skills necessary for careers in a variety of healthcare practices.

Accelerated 4+1 Program

- BS Health Promotion / MPH Public Health - allows qualified students the opportunity to obtain two degrees in just five years. As the healthcare environment now focuses on health promotion and disease prevention in an integrated approach to education, research and care, Daemen students will be prepared to meet the demands as professionals in their field.

Where are recent graduates employed?

- Team Leader, People Inc.
- Clinical Research Coordinator, University Pediatric Dentistry
- Nutrition and Wellness Educator, Cornell Cooperative Extension
- Community Manager, American Cancer Society

Professional Concentrations:

Community Health – prepares students to pursue careers in staff and administration positions within government and non-profit organizations, hospitals, health insurance companies, wellness programs, mental health facilities, sports medicine facilities, long-term care facilities, and other health related institutions. Students can also prepare for graduate programs in Public Health including the MPH at Daemen College, Community Health Education, Healthcare Administration, and more.

Complementary and Alternative Health – prepares students for holistic healthcare careers in consultation, holistic health education, and program development, in a variety of areas related to complementary and alternative health. Students can also prepare for graduate programs in Acupuncture, Chiropractic, and Naturopathic medicine, or certificate based programs in massage therapy, homeopathic medicine and other areas.

Health and Fitness – prepares students for careers in fitness and wellness consultation, as personal trainers, health and fitness instructors, strength and conditioning coaches in a variety of settings such as health clinics, fitness centers, nursing homes, sports facilities, community centers and more. Students can also prepare for graduate programs in Athletic Training (including the MS in Athletic Training at Daemen College), Exercise Science or Physiology.

Graduate School Preparation:

Within each professional concentration, students are well-prepared to enter graduate programs in Public Health, Community Health Education, Exercise Science, Athletic Training, Healthcare Administration, Acupuncture, Chiropractic and other holistic practices, and more.

Additional Recent Graduates' Jobs:

Community Trainer, Planned Parenthood; Public Health Educator, Broome County Health Department; Corporate Wellness Specialist, Independent Health; Enrollment Officer, National Life Insurance, Case Management Assistant / Insurance Liaison at Memorial Sloan Kettering Cancer Center, Human Resources Manager, Invision Health Brain and Spine Center; Exercise Physiologist, University of Rochester Medical Center; Community Health Worker, Community Health Center of Buffalo; Case Coordinator, Evergreen Health Services; Club Owner, Lockport Athletic and Fitness Club



Nicole Donofrio

"I am proud to say that I received my degree from Health Care Studies (now Health Promotion) from Daemen College. The types of classes I was exposed to, as well as talented professors who have worked in and are respected in the health care field, set this program apart in my mind from other programs in the area. The small class sizes allowed for collaborative group discussion and allowed me to grow and expand my thinking, get involved in the community and build networks in the field. My time in the program had prepared me extremely well to continue my education in the MPH program at Daemen and has given me a unique edge in my career as a Medicaid Service Coordinator at the Summit Center, connecting individuals with developmental disabilities to services and resources in the community."