



Health Promotion Specialization: Health and Fitness



Overview

- Health & Fitness is ideal for students who want to be active, like to work with a variety of people, and know that they can make a difference in promoting healthy behavior change.
- Careers in Health, Fitness, & Wellness offer diverse, challenging, and fulfilling jobs that are varied depending on the skills, interests, and background of an individual.

Career Options

- According to the Bureau of Labor Statistics, Fitness Trainers & Instructors will see potential job growth of 24% in the years between 2010 and 2020, a "faster than average" rate.
- There are ample opportunities to work in this industry as a Personal Trainer, Group Fitness Instructor, or Health & Wellness Coordinator at Health & Fitness facilities, corporate/work-site or spa settings, and at the community level.
- Health & Fitness professionals often serve the role of Strength and Conditioning Coaches for professional, collegiate, and high school athletic departments.
- Fitness management and programming may be a path for those who wish to be involved in the business side of the Fitness industry.
- Lifestyle coaching is another career potential for a Health & Fitness professional.
- With the changing face of healthcare in today's world, qualified Health & Fitness professionals are in demand to guide individuals on their roads to wellness, both proactively and following illness or injury.

Graduate Study Opportunities

- Possible areas of graduate study would include Athletic Training (including the Athletic Training program at Daemen College) exercise physiology/exercise science, and human performance.

Accelerated BS/MS Athletic Training Program

- The BS/MS Athletic Training Program is a seamless 5-year construct in which students earn a Bachelor of Science in Health Promotion and a Master of Science in Athletic Training.

- The BS degree focuses on health and fitness and also provides students with a broad education that encompasses community health and disease prevention, healthcare systems, and health systems management.
- The Athletic Training Program includes coursework in neuroscience, nutrition, and pharmacology, professional development, prevention and care of athletic injuries, therapeutic modalities, therapeutic exercise, assessment and evaluation, and more.
- Students will be thoroughly prepared for the Board of Certification (BOC) exam. Daemen's first time BOC passing rate is higher than the national average.

Required Core Course Work

- Biology and Chemistry
- HPR 102 Introduction to HealthCare: Systems and Professions
- HPR 103 Foundations of Health Promotion
- HPR 208 Health Promotion and Education
- HPR 229 Holistic Lifestyle Practices or HPR 313 Principles of Health Behavior Change or PSY 229 Health Psychology, Biology and Chemistry
- HPR 320 Community Health Education & Disease Prevention
- HPR 335 Critical Issues in Global Health
- HPR 353 Introduction to Epidemiology
- HPR 415 Health Research Design and Methodology
- HPR 391 Professional Development or CFE 400/401/402 Career Field Experience

Health and Fitness Training

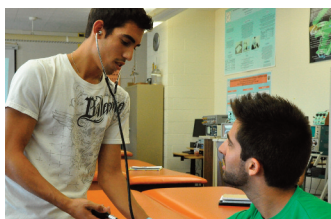
- BIO 117 Human Nutrition
- BIO 207/L AND 208/L Anatomy Physiology I and II, OR BIO 330/L AND BIO 340/L Anatomy and Physiology
- HPR 200 CPR and Emergency Health Care
- HPR 301/L Physiology of Exercise & Cardiopulmonary Assessment
- HPR 317/L Human Motion: Principles and Perspectives
- HPR 332/L Strength & Conditioning
- HPR 340/L Musculoskeletal Fitness Assessment
- HPR 350/L Fitness Training and Exercise Prescription and additional electives in health and fitness and health promotion



Aaron Cole, Graduate - January 2017

After interning in the area of Strength and Conditioning and completing his degree in Health Promotion/Health and Fitness Training, Aaron transitioned into graduate studies focusing in exercise physiology and clinical exercise. Aaron now works at Strong Memorial Hospital in the Cardiology Department as an Endocardiography Technician.

"The guidance I received from EVERY staff member to get on the right track with what I wanted to do in my career was unbelievable. Words can't express the gratitude I have for all of the faculty members in this department. They helped develop me into the professional I am today and for that I am truly grateful."



For more information, contact: Justine Tutuska, Chair, Health Promotion, at 716.839.8556
or via email: jtutuska@daemen.edu