Health Promotion Emphasis

The Health Promotion Emphasis offers Kinesiology undergraduate students the opportunity to construct a course of study that will serve various career goals in the field of Health and Wellness Promotion. Students in the health promotion management track are required to complete the following coursework:

Kinesiology 10  Introduction to Kinesiology
Kinesiology 14  Introduction to Public Health
Kinesiology 15  Measurement and Evaluation in Kinesiology
Kinesiology 108 Legal and Administrative Issues
Kinesiology 111 History of Health, Sport, & Exercise
Kinesiology 118 Issues in Community and Peer Health
Kinesiology 127 Health Promotion: Planning & Evaluation
Kinesiology 195 Internship
TRS 142  Medical Ethics

Students must select ONE of the following courses:

Kinesiology 112  Sport and Exercise Psychology
Kinesiology 114  Sociology of Sport

Students must take a minimum of TWO courses from each of the following groupings. Take no more than two classes from the same department.

1. Environmental Health

ANTH 114  Urban Studies: The Culture of the City*
EES 60  Urban Environmental Issues
EES 92  Introduction to Environmental Science
POL 135  Environmental Politics

ECON 152  Labor Economics**
ECON 160  Comparative Economic Systems**
SOC 114  Urban Studies (Prereq: SOC 1 or 2)

2. Health and Human Diversity

ANTH 112  Global Perspective*
ANTH 117  Religion, Ritual, Magic and Healing*
ANTH 119  Cultures of the Americas*
ANTH 121  World Cultures*
ANTH 125  Gender and Culture*
ANTH 131  Cultural Geography
KINES 107  Nutrition for Sport & Physical Activity
KINES 115  Fitness Testing and Exercise Prescription

PSY 140  Human Development (Prereq: PSY 1)
PSY 142  Adolescent Development (Prereq: PSY 140)
PSY 165  Cross-Cultural Psychology (Prereq: PSY 1, 2)
PSY 169  Attitudes & Attitude Change (Prereq: PSY 1)
SOC 112  Race & Ethnicity (Prereq: SOC 1 or 2)
SOC 115  Wealth & Poverty (Prereq: SOC 1 or 2)
SOC 116  New Immigrants & Refugees (Prereq: SOC 1 or 2)

3. Health Communications & Advocacy

COMM 10  Argument & Advocacy
COMM 116  Advertising & Civic Engagement
COMM 125  Introduction to Media, Technology & Culture
COMM 161  Communication & Social Justice

**Prereq: ANTH 001

COMM 170  Communication Management
POL 140  Gender Politics (cross-listed as WGS 106)
POL 125  Human Rights
POL 126  Food Politics & POL 127 Lab

**Offered alternative years

All students must complete 36.00 course credits; 17 of which must be upper division course credits. All general education course requirements, major and minor (if applicable) requirements must be completed. All prerequisites must be passed with a grade of C- or higher. All students must have a cumulative and major grade point average of at least 2.00.
Career Opportunities in Health Promotion

Graduates in the field of Health Promotion are employed in a wide variety of health related careers in diverse settings. They work to encourage healthy lifestyles and wellness through educating individuals and communities about behaviors that can prevent diseases, injuries, and other health issues as well as promote optimal health and wellness.

Potential Careers in this area include:

- Health Education Specialist
- Health Coach
- Dietician or Nutritionist
- Wellness Specialist
- Health & Wellness Coordinator
- Fitness Specialist
- Exercise Physiologist
- Healthcare Consultant
- Medical & Health Service Manager
- Health Specialties Teacher
- Occupational Health & Safety Specialist
- Epidemiologist
- Disease Prevention Activist
- Environmental Health Scientist & Specialist
- Advocacy Director
- Chronic Disease Health Educator/Promotion Program Coordinator
- Health Economist
- Health Lobbyist

The options listed above are only some examples of the careers in Health Promotion. A professional certification or graduate education may be required.

Potential Employers include:

- Health Care Facilities
- Colleges and Universities
- State, Local and Federal Government Agencies
- Nonprofits (including community health organizations)
- Private Businesses
- Corporate Wellness Facilities
- Fitness Clubs

Useful Resources:

- American Association for Health Education (AAHE): www.aahperd.org/aahe
- National Commission for Health Education Credentialing (NCHEC): www.nchecc.org
- Society for Public Health Education (SOPHE): www.sophe.org