You want to learn how to help people live healthful lives, but you also need to make sure it fits into your busy life. The 21-course, 61-credit UW Health and Wellness Management bachelor’s degree program gives you the tools you need to inspire people to make positive changes, in an online format that won’t force you to sacrifice time with your family or hobbies. You’ll learn hands-on wellness techniques, such as wellness assessments and behavior change systems, as well as ways to share those techniques across an organization. The program was developed by experts who share your passion for wellness—our faculty understand that living a balanced life allows you to be most valuable to those around you.

Best of all, by the time you graduate you will get practical wellness management experience by completing an engaging, interactive fieldwork experience at a real workplace. Past students have completed fieldwork projects at fitness clubs, county health departments, and major corporations—environments where they were able to positively impact lives every day.

“I am amazed by how relevant Health and Wellness Management courses are to my career. I work in marketing for an insurance company, and I’m able to apply a lot of course material to my day-to-day work.”

– Terrae Weatherman, 2018 Graduate
A UNIVERSITY OF WISCONSIN DEGREE

You want a degree that inspires trust in your knowledge and abilities. University of Wisconsin schools are some of the largest and most widely respected higher education institutions in the country.

FIT EDUCATION INTO YOUR LIFE
The Health and Wellness Management program is designed to not only fit your busy life, but also complement it. The flexible online format won’t compromise your commitments to your job, family, or healthy habits.

MAKE MEANINGFUL CONNECTIONS
Though the program is online, you won’t sacrifice the connections you’d make in an on-campus program. Advisers and faculty are just an email or phone call away, and you’re free to visit or use campus resources, such as career assistance and libraries, whenever you like. Through discussion boards and group projects, students often form lasting friendships that continue long after graduation.

CHOOSE YOUR CAMPUS
Upon graduation, you will earn your Bachelor of Science in Health and Wellness Management from one of four University of Wisconsin institutions: UW-La Crosse, UW-River Falls, UW-Stevens Point, or UW-Superior.

RECEIVE A RESPECTED EDUCATION
All courses are developed and taught by the same UW faculty who teach on campus. This is an online program, but your degree and transcripts will be identical to those earned by on-campus students.

“I chose the program because it matched my interests. We all have a long time to work—we want to do something that doesn’t feel like a job. The University of Wisconsin Health and Wellness Management program is awesome; I would recommend it to anyone.”

– Jessica Waytashek, 2015 Graduate

READ JESSICA’S STORY
Employers are looking for health and wellness managers who have a strong understanding of both hands-on wellness techniques and organizational management skills. Each of the 21 Health and Wellness Management bachelor’s courses builds on knowledge and skills in those areas, making you a valuable asset in the wellness field.

HEALTH AND WELLNESS SKILLS

- Introduction to Human Health
- Changes Across the Lifespan
- Health Literacy
- Physical Activity and Nutrition
- Stress Dependencies and Addictions
- Understanding and Effecting Health Behavior Change
- Health Coaching for Wellness Managers
- Worksite Health Environment

ORGANIZATIONAL MANAGEMENT SKILLS

- Leadership and Change Management in Health
- Marketing and Communication for Wellness Managers
- Assessment and Evaluation
- Employee Benefits
- Information Technology in Wellness

The final courses, the fieldwork and capstone projects, are your chance to apply what you’ve learned in the program and get hands-on, real-world experience. Each project is different, tailored to a student’s interests and career goals, and often leads to valuable connections or even job opportunities. Past capstone students have developed wellness programs for major corporations such as the UW Medical Foundation, initiated health maintenance programs for Marshfield Clinic, UnitedHealthcare, YMCAs, school districts, municipalities, law enforcement agencies, nonprofits and senior living or nursing care facilities.

Health and wellness managers are uniquely valuable. Employers in nearly every industry, from government to medical to corporate, recognize the benefit of healthy and happy employees.

Because of their in-demand skill set and ability to build effective wellness programs, the employment outlook for well-qualified wellness professionals is strong. According to the Occupational Information Network, the nation’s primary source of occupational information, fitness and wellness coordinator is a new and emerging occupation in a high-growth industry. Health and Wellness Management graduates secure high-level wellness positions or improve their current organizations by developing wellness initiatives.
Financial aid may be available to you and is awarded by your campus. Find out more about tuition and financial aid.

The UW Health and Wellness Management degree helped me find a job with a lot of one-on-one interaction and day-to-day variety. It was a stepping stone to my ultimate career goals.”

– Alan Kieffer, 2014 Graduate

**ADMISSION REQUIREMENTS**

- Approximately 60 credits of transferable college credit with a minimum GPA of 2.0
- Prerequisite coursework in introductory psychology, human biology, public speaking, and intermediate-level composition; UW campus equivalents or other college/university equivalents may be substituted
- Official college transcripts

For more about how to apply, visit our [admissions page](#).

**TUITION**

- $398 PER CREDIT
- $24,278 TOTAL FOR 61 CREDITS

Visit hwm.wisconsin.edu
Call 1-877-895-3276
Email learn@uwex.edu