



CREATE A CULTURE OF WELLNESS

Learn to maximize health and wellness methods across your organization

UNIVERSITY OF WISCONSIN HEALTH AND WELLNESS MANAGEMENT MASTER'S DEGREE

You understand the value of a healthful lifestyle; now you want the skills to promote a culture of wellness at an organizational level. The online 12-course, 36-credit UW Health and Wellness Management master's degree program prepares you for leadership roles in a field that advocates that healthier, happier employees equal a stronger bottom line for business. As a graduate student, you'll leverage your knowledge of health and wellness practices to learn next-level program management skills, including the ability

to navigate professional relationships between health providers, practitioners, and stakeholders to bolster the impact of wellness initiatives.

Best of all, during your final semester, you will get practical health and wellness management experience by completing a capstone project at a real workplace. Hiring managers within the industry have expressed that this hands-on experience gives you a competitive advantage in the job market.

“As founder of a health promotion-centered career advertising resource, I observe cutting-edge industry trends. In my opinion, in our increasingly evolving profession, a master's degree from UW provides candidates a distinct competitive advantage.”

- Michaela Conley, founder of HPCareer.Net

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.

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.

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 Master of Science in Health and Wellness Management from one of four University of Wisconsin institutions: UW-Green Bay, UW-Parkside, UW-River Falls, or UW-Superior. (UW-Stevens Point will tentatively serve as a home campus by fall 2017.)

EDUCATION THAT WORKS WITH YOUR LIFESTYLE

Many students say the flexibility of online education is their favorite aspect of the Health and Wellness Management program—and the biggest factor in their ability to pursue a master's degree without compromising commitments to a job, family, or healthy habits.

ADMISSION REQUIREMENTS

- ✔ A bachelor's degree in any discipline from an accredited university and a minimum GPA of 3.0; no GRE is required
- ✔ Prerequisite coursework in personal health, anatomy and physiology or human biology, introductory psychology, and elementary statistics; UW campus equivalents or other accredited college/university equivalents may be substituted
- ✔ Your resume
- ✔ Two letters of recommendation
- ✔ A personal statement of up to 1,000 words

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

CURRICULUM

As the wellness management industry becomes more nuanced, employers are seeking health and wellness professionals who not only have a foundation in hands-on wellness techniques, such as assessing wellness and behavior change systems, but also a deep understanding of business management topics, including corporate ethics, behavior change facilitation, and market analysis. Each Health and Wellness Management master's course builds on knowledge and skills in those areas, making you a valuable asset in the wellness field.

HEALTH AND WELLNESS SKILLS

- Exercise and Nutrition in Health and Disease
- Contemporary Health and Wellness Perspectives
- Research Methods for Wellness Programs
- Persuasion Skills for Wellness Managers
- Biopsychosocial Aspects of Health

ORGANIZATIONAL MANAGEMENT SKILLS

- Strategic Management for Wellness Managers
- Health Systems and Policy
- Planning and Evaluation for Wellness Managers
- Wellness Law
- Behavior and Development in Organizations
- Best Practices and Emerging Issues in Wellness

PRACTICAL EXPERIENCE

- Capstone Course

CAPSTONE

The final course, the capstone project, is 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 UW Health and Wellness Management program capstone students have developed wellness programs for major corporations such as the UW Medical Foundation, initiated health maintenance programs for YMCAs, and helped assess the fitness of Green Bay Packers players.

“The key factor that any program can offer to prepare candidates in this field is some level of practical experience. Classwork, while valuable, just doesn't equate to hands-on work in wellness. When I look at applicants, an internship or fieldwork propels them from a standard to standout candidate.”

- Michael Olson, president of
AdvantageHealth Corporation



CAREERS

High-level health and wellness leaders, especially professionals with dual-focused skills in both wellness and strategic management, are of unique value to hiring managers.

Because of their in-demand knowledge, the employment outlook for well-qualified wellness professionals is strong. According to the Bureau of Labor Statistics (2014), the national median salary for wellness program and service managers was \$77,020, and the field had a projected growth of up to 14 percent nationally. Health and Wellness Management master's graduates can pursue opportunities in the public or private sector, or start their own business.



“ This is a great time for people to enter into the health and wellness arena... as healthcare costs continue to rise, companies are really reaching out and looking for strategies to help contain those costs. ”

- Liz Wiebe, former workplace wellness manager at Lands' End

Video: https://youtu.be/huAkBr31_MM

TUITION



\$740 PER CREDIT



\$26,640 TOTAL FOR 36 CREDITS

Financial aid may be available to you and is awarded by your campus. Find out more about [tuition and financial aid](#).

GET MORE INFO

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

