

Corporate Fitness and Wellness Management

The B.S. in Corporate Fitness and Wellness Management offers a wide and diverse range of job opportunities within fitness, exercise, health, wellness, nutrition, and rehabilitation. MSU Corporate Fitness graduates and former students have or are currently employed in the following occupations:

- President of ANYTIME FITNESS, LLC – over 1,400 fitness center locations located in 10 different countries worldwide
- Exercise physiologist in a hospital cardiac rehab program
- University professor
- Exercise physiologist working with individuals with physical and mental disabilities
- Hospital wellness/fitness program director
- Sports performance enhancement program owner & director
- Strength & Conditioning Coach: major league baseball, universities (NCAA Div. I), sport kinetics centers, and high schools
- College graduate assistants in exercise science and nutrition research programs
- Personal trainers
- YMCA program directors
- Physical rehab and massage therapist
- Private business corporation fitness/wellness program director
- Health and Fitness clubs and Retirement Centers
- Professional sports team marketing and promotions director
- Dance studio and fitness center owner

Bachelor of Science with a Major in Corporate Fitness and Wellness Management

General Education

General Education courses 38

KIN 100 Concepts of Fitness and Wellness 2

Required Corporate Fitness/Wellness Management Core ¹

KIN 120 Strength Training 1

KIN 126 Group Exercise 1

ATR 207 Prevention and Care of Injuries 2

KIN 215 Methods of Teaching Sport Activities 2

KIN 220 Methods of Teaching Dance 2

KIN 225 Careers and Leadership in Kinesiology and Pre-Professional Health Sciences 2

ESR 226 Methods of Teaching Group Exercise 2

ESR 227 Strength and Conditioning Programming Principles and Methods 2

ESR 306 Health Risk Appraisal 2

KIN 325 Personal Training Methods 2

KIN 334 Nutrition for Physical Performance 2

ESR 342 Exercise Programming for Older Adults 2

KIN 431 Kinesiology 3

KIN 433 Physiology of Exercise 3

KIN 441 Evaluation of Psychomotor Performance 3

KIN 442 Adapted Physical Education 3

KIN 497 Practicum in CFWM and ESR 1-18

Choose 12 Credits from the Following: 12

MGMT 301 Fundamentals of Management

MGMT 303 Human Resource Management

MGMT 436 Organizational Behavior Principles and Practices

MRKT 321 Marketing

MRKT 324 Integrated Marketing Communications

MRKT 422 Consumer Behavior

ENTR 302 Introduction to Entrepreneurship

ENTR 304 Entrepreneurship/Small Business Management

ENTR 430	Professional Sales and Relationship Management	
ENTR 470	Projects in Entrepreneurship	
LEAD 101	Introduction to Leadership	
LEAD 201	Collaborative Leadership	
LEAD 301	Experiences in Leadership	

Second Major or Minors/Concentration(s)/or Electives **28**

Total Hours **115-132**

¹ A minimum of a 2.5 GPA within the Fitness and Wellness major is required for graduation.

² Minimum 160 contact hours

Fitness and Wellness Specialist Minor

ESR 226	Methods of Teaching Group Exercise	2
KIN 100	Concepts of Fitness and Wellness	2
KIN 120	Strength Training	1
KIN 126	Group Exercise	1
KIN 225	Careers and Leadership in Kinesiology and Pre-Professional Health Sciences	2
KIN 325	Personal Training Methods	2
KIN 334	Nutrition for Physical Performance	2
KIN 431	Kinesiology	3
KIN 433	Physiology of Exercise	3
Any 2 credits from the following:		2
KIN 215	Methods of Teaching Sport Activities	
KIN 220	Methods of Teaching Dance	
KIN 441	Evaluation of Psychomotor Performance	
KIN 442	Adapted Physical Education	

Total Hours **20**

Health and Wellness Concentration

KIN 100	Concepts of Fitness and Wellness	2
KIN 120	Strength Training	1
KIN 126	Group Exercise	1
KIN 215	Methods of Teaching Sport Activities	2
ESR 227	Strength and Conditioning Programming Principles and Methods	2
KIN 334	Nutrition for Physical Performance	2
Choose one of the following:		
KIN 220	Methods of Teaching Dance	2
or ESR 226	Methods of Teaching Group Exercise	

Total Hours **12**