Fitness Programming and Management (BA)

Fitness Programming and Management (BA)

This program is offered by the College of Science and Health/ Natural Sciences and Mathematics Department and is only available at the St. Louis main campus.

Program Description

The Bachelor of Arts in Fitness Programming and Management prepares students for applied careers in fitness leadership, wellness entrepreneurship, strength and conditioning, corporate wellness, and medical/pharmaceutical sales. The program blends the core exercise science curriculum with coursework in business, marketing, and leadership. Students complete applied internships and may personalize their career path with electives selected from the departments of Dance, Education, or Business.

Learning Outcomes

Successful graduates of this program will be able to:

- Apply foundational knowledge of anatomy, physiology, and kinesiology in fitness and wellness settings.
- Demonstrate business, sales, and marketing skills relevant to fitness and medical industries.
- Design, implement, and assess individualized and group fitness programs.
- Exhibit leadership and management skills in gyms, wellness programs, or entrepreneurial ventures.
- Communicate effectively across professional contexts (clients, teams, healthcare providers).
- Integrate ethical decision-making and global citizenship into fitness/wellness leadership.

Degree Requirements

For information on the general requirements for a degree, see Baccalaureate Degree Requirements under the Academic Policies and Information section of this catalog.

- 64-65 required credit hours
- Applicable University Global Citizenship Program hours
- Electives

Curriculum

Core Exercise Science Courses (26 hours)

- EXSC 1318 Careers in Exercise Science (1 hour)
- EXSC 1400 Foundations of Exercise Science (3 hours)
- EXSC 2100 Coaching Health & Human Performance (2 hours)
- EXSC 2356 Principles of Rehabilitation Sciences (3 hours)
- EXSC 3050 Exercise Physiology (3 hours)
- EXSC 3250 Exercise Kinesiology (3 hours)
- EXSC 3251 Exercise Kinesiology Lab (1 hour)
- EXSC 4680 Exercise Prescription and Testing (3 hours)
- EXSC 4681 Exercise Testing and Prescription Lab (1 hour)
- EXSC 4683 Exercise Prescription for Special Populations (3 hours)
- EXSC 4875 Exercise Science Internship (3 hours)

Psychology Courses (6 hours)

- PSYC 2300 Lifespan Development (3 hours)
- PSYC 2750 Introduction to Measurement and Statistics (3 hours)

Biology/Physics/Chemistry/Science Courses (17-18 hours)

- Choose one of the following courses:
  SCIN 1400 Physics for Poets (3 hours) **and** SCIN 1401 Physics for Poets Lab (1 hour)
  or CHEM 1050 Concepts of Chemistry (3 hours)
- BIOL 1610 Anatomy and Physiology I (3 hours)
- BIOL 1611 Anatomy and Physiology I Lab (1 hour)
- BIOL 1620 Anatomy and Physiology II (3 hours)
- BIOL 1621 Anatomy and Physiology II Lab (1 hour)
- BIOL 2350 Nutrition (3 hours)
- BIOL 4400 Research Methods (3 hours)

Business/Other Courses (15 hours)

- WSBT 2000 Career Exploration (1 hour)
- WSBT 2300 Personal Branding (1 hour)
- WSBT 2700 Career Management Strategies (1 hour)
- BUSN 3710 Entrepreneurial Finance Management (3 hours)
- MNGT 2000 Foundations for Business Success (3 hours)
- MNGT 2700 Introduction to Entrepreneurship and Small Business Management (3 hours)
- MNGT 3720 Entrepreneurial Marketing (3 hours)

Degree Total Hours: 64-65 hours

Admission

See the Admission section of this catalog for general admission requirements. Students interested in applying must submit their application online at www.webster.edu/apply. Transcripts should be sent from your institution electronically to transcripts@webster.edu. If this service is not available, send transcripts to:

Office of Admission
Webster University
470 E. Lockwood Ave.
St. Louis, MO 63119