

# Kinesiology— Fitness & Health Promotion

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Kinesiology majors study human movement. People involved in the field of Fitness and Health Promotion work with individuals or groups of people to support an active, healthy lifestyle through



methods like wellness counseling, personal training, and coordinating events like presentations or organized walks or runs. They can conduct recreational, fitness, or wellness activities for public, private, or volunteer organizations.

[Fitness and Health Promotion](#) majors explore exercise physiology, anatomical kinesiology, community health, physical activity and aging, worksite health promotion, and sports nutrition, among other subject areas. Students enrolled in this concentration should have a strong interest in the sciences as this program applies science to human function. Colorado Mesa University students frequently continue their study for graduate or professional degrees at universities widely recognized as top programs in exercise physiology, occupational therapy, physical education, and public health. CMU also offers many [clubs and organizations](#) campus-wide

and within the [Kinesiology Department](#) that can help prepare students for advanced study or build campus and community connections.

## **A person in this career field may:**

- Develop fitness and wellness programs for groups or individuals from a variety of different ages and ability levels such as assisting the elderly in reducing the risk for disease or helping people struggling with obesity and inactivity
- Monitor performance of individuals, make recommendations for improving fitness or health, and maintain records of participation
- Promote wellness and educate various community groups, patients, or athletes about health and fitness concerns through marketing campaigns, presentations, or individual counseling
- Oversee fitness/wellness staff like fitness instructors or health educators
- Manage a recreational or fitness-related organization or facility
- Teach others how to properly use equipment or instruct classes on a range of topics
- Coordinate special events like blood drives, Relay for Life, or first aid training
- Assess the wellness needs, abilities, and interests of individuals or communities and create programs to fit those criteria

## Major Skills & Characteristics

- Customer service skills
- Ability to teach others
- Coordination
- Interpersonal, verbal, and written communication skills
- Ability to perform physical activities
- Flexibility
- Public speaking skills
- Interest in coaching/motivating others
- Monitor/assess performance
- Creativity
- Explain ideas clearly

## Organizations That Commonly Employ Fitness & Health Promotion Majors

- Assisted living centers
- Daycare centers
- Clinics
- Community and civic organizations
- Corporate settings
- Correctional facilities
- Exercise equipment manufacturers
- Fitness centers and health clubs
- Government agencies
- Hospitals
- Middle and high schools
- Non-profit organizations
- Nursing homes
- Recreational organizations
- Resorts
- Sport facilities
- Sport teams
- Sporting goods companies

## Related Careers

- Aquatic Director
- Coach
- Community Health Educator
- Corporate Fitness Program Coordinator
- Employee Assistance Program Wellness Coordinator
- Family Life Educator
- Fitness/Health Club Manager
- Fitness Coach
- Fitness Directors/Instructors in YMCAs, spa and resort centers
- Fitness equipment salesperson
- Fitness Instructors and Supervisors at the state, regional, and national levels in sports and athletic programs including sports psychology, sports biomechanics, and nutritional consultation
- Group Exercise Instructor
- Health & Wellness Coordinator
- Health Promotion Programmer
- Intramural Director
- Nutritionist
- Occupational Therapist
- Personal Trainer
- Physical Therapist
- Recreation Manager
- Recreational Therapist
- Rehabilitation Counselor
- Professor
- Sport/Fitness Salesperson
- Strength/Conditioning Coach for Sports Teams
- Supervisors of specialized health, fitness, wellness, or lifestyle programs in correctional services, police, fire, and emergency response organizations
- Wellness Program Manager

**Note:** Some of the occupations listed above may require additional education, experience, or training beyond a Bachelor's Degree. Please use the Career Research Resources links below to research these occupations.

## Career Research Resources:

Use these sites to research information about specific occupations such as nature of the work, training or qualifications, employment or job outlook, projections, earnings and wages.

**O\*NET-Online:** <http://www.onetonline.org>

The U.S. Department of Labor

- In the occupational search box type in key words, job titles, or occupational codes to research various careers.

**Occupational Outlook Handbook:** [http://www.bls.gov/oco/oooh\\_index.htm](http://www.bls.gov/oco/oooh_index.htm)

The Bureau of Labor Statistics

- Use the A-Z index to select the occupation you are researching; such as
  - **Fitness Trainers:** <http://www.bls.gov/oooh/personal-care-and-service/fitness-trainers-and-instructors.htm>
  - **Health Educators/Community Health Workers:** <http://www.bls.gov/oooh/community-and-social-service/health-educators.htm>
  - **Occupational Therapist Aides:** <http://www.bls.gov/oooh/healthcare/occupational-therapy-assistants-and-aides.htm>

**My Future.com:** <http://www.myfuture.com>

The Department of Defense

- This site compiles information from departments of [Commerce](#), [Education](#) and [Labor](#).

## Organizations and Associations Links

- American Association for Health Education: [www.aahperd.org/AAHE](http://www.aahperd.org/AAHE)
- National Association for Health and Fitness: [www.physicalfitness.org](http://www.physicalfitness.org)
- American Council on Exercise: [www.acefitness.org](http://www.acefitness.org)
- Aerobics & Fitness Association of America: [www.afa.com/100.afa](http://www.afa.com/100.afa)
- International Health, Racquet, and Sportsclub Association: [www.ihrsa.org](http://www.ihrsa.org)
- Association for Applied Sport Psychology: [www.appliedsportpsych.org](http://www.appliedsportpsych.org)
- Medical Fitness Association: <http://medicalfitness.org>
- American Public Health Association: [www.apha.org](http://www.apha.org)
- Society for Public Health Education <http://www.sophe.org/default.cfm>
- World Health Organization <http://www.who.int/en/>

## Job Listings/Job Search Sites:

- Public Health Career Action Center: [www.sph.emory.edu/student-service/Career.html](http://www.sph.emory.edu/student-service/Career.html)
- Sports & Fitness Careers: [www.getthatgig.com/cat\\_sports\\_fit.html](http://www.getthatgig.com/cat_sports_fit.html)
- Health Promotion Careers: [www.hpcareer.net](http://www.hpcareer.net)
- US Dept. of Health & Human Services Jobs for Students: <http://www.hhs.gov/careers/student/index.html>
- Centers for Disease Control & Prevention: [www.cdc.gov/employment/index.html](http://www.cdc.gov/employment/index.html)
- National Intramural-Recreational Sports Association: [www.bluefishjobs.com/jobs](http://www.bluefishjobs.com/jobs)
- Exercise Jobs: [www.exercisejobs.com](http://www.exercisejobs.com) & Gym Jobs: [www.gymjob.com](http://www.gymjob.com)
- American Association for Health Education Careers: [www.aahperd.org/careers](http://www.aahperd.org/careers)
- American Public Health Association Careers: [www.apha.org/about/careers](http://www.apha.org/about/careers)
- Public Health Jobs: [www.publichealthjobs.net](http://www.publichealthjobs.net)
- National Academy of Sports Medicine: [www.nasmfitjobs.com](http://www.nasmfitjobs.com)