

# Health and Fitness Management

## What can I do with this major?

OCCUPATIONS	EMPLOYERS	SKILLS TO DEVELOP
<b><u>HEALTH AND FITNESS MANAGEMENT</u></b>		
Public Relations Sales Marketing Publicity Promotions Operations Event Coordination Program Coordination	Professional teams Sport associations (e.g., NBA, PGA) Arenas Auditoriums Stadiums Colleges and universities Health clubs Sport facilities	<ul style="list-style-type: none"> <li>• Develop outstanding communication skills, written and oral.</li> <li>• Take courses in marketing, public relations, and advertising.</li> <li>• Obtain accounting or business skills and experience.</li> <li>• Gain experience with public speaking and sales.</li> <li>• Volunteer to do publicity for campus organizations or local nonprofit groups.</li> <li>• Volunteer to coordinate athletic programs and events for campus organizations or local nonprofit groups.</li> <li>• Write articles or columns for campus or local newspapers.</li> <li>• Join sport-oriented associations and organizations.</li> <li>• Obtain an internship or part-time job with a team or other athletic organization.</li> <li>• Work with minor league or local teams as a way to enter the field and gain experience.</li> <li>• Be willing to work in any capacity to get started.</li> </ul>
<b><u>EXERCISE SCIENCE</u></b>		
Health Club Management Group Fitness Instruction	Colleges and universities Sport medicine centers Health clubs and fitness centers Professional teams Corporate health centers	<ul style="list-style-type: none"> <li>• Obtain necessary certification such as Certified Group Fitness Instructor or Certified Personal Trainer.</li> <li>• Volunteer to work with college or high school sport teams.</li> <li>• Volunteer to run exercise programs for local, nonprofit organizations.</li> <li>• Consider working with manufacturers of exercise equipment or nutritional supplements to learn more about the field and make contacts.</li> <li>• Maintain excellent personal fitness and athletic proficiency.</li> </ul>

### Strategies For Placement In Health and Fitness Management

- Gain experience in a specialty area.
- Work as a sport writer or photographer for a college or local newspaper. Be willing to work with sport teams in any capacity, realizing that most people start in low-level positions.
- Join professional associations. Read their publications and attend their meetings, seminars, and conventions to learn more about the field, as well as to make important contacts.
- Look for jobs in the minor leagues as a way to enter the sport industry.
- Careers in sport and athletics are extremely competitive. Get as much experience as possible while in school.
- Earn a graduate or professional degree for increased opportunities.
- Maintain excellent personal fitness and athletic proficiency.
- Read related professional magazines and journals.