

Department of Exercise, Sport, and Health Education Fitness, Strength, and Conditioning



The Fitness, Strength, and Conditioning Option in the Sport and Wellness Leadership is designed for students intending to pursue careers of leadership in the fitness industry, primarily in commercial, corporate, community, or clinical outlets. Employment in these areas of professional activity continues to improve, with strong career development opportunities. Students completing this concentration are well positioned for entry-level leadership opportunities in the field. Some positions in the fitness industry are enhanced by graduate study. To improve employment potential, students are encouraged to obtain external certifications and participate in a variety of experiential learning opportunities available at RU.

The program allows students to specialize in two (2) of the following options:

- Commercial/Corporate
- Martial Arts Instructor
- Health and Nutrition
- Performance Training
- Children's Fitness Programming

Graduates of this program have found employment in the areas of health promotion as personal trainers, group fitness/wellness instructors, or fitness/program directors. They often find positions in community fitness centers/athletic clubs (e.g. YMCA) or as program coordinators for corporate, clinical, or hospital-based fitness programs. Students may easily advance to graduate programs in health related fields. Graduates typically administer fitness tests, conduct exercise prescription, oversee equipment purchase and orientation, supervise personnel, conduct public relations and marketing, and conduct workshops on a variety of health, fitness, and nutrition topics.

A strong background in the exercise sciences and the biological sciences academically prepare undergraduates. Coursework in leadership, management, marketing, program development, exercise testing/prescription, technology, and organization/administration also help prepare students for career advancement in the fitness industry. Special skills and certifications are encouraged (e.g. ACSM, ACE, CSCS, NCSA) as well as experiences working with fitness testing, exercise prescription and personal training. Each student completes an intern program which provides valuable employment experience in the fitness industry.

Besides coursework in the exercise sciences, auxiliary coursework in the areas of marketing and management provide students with a perspective of career advancement in the industry. Electives are also encouraged in psychology, technology, and other areas supplementary to the field of leading people to physically active and healthy lifestyles. Students pursuing graduate degrees are encouraged to consult specific programs to determine requirements. Students are also encouraged to pursue external certifications essential to the target position such as (see advisor).

For more information contact:

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