

## ONLINE FROM HEALTHY WORKPLACES TO HEALTHY COMMUNITIES

Earn your master's degree in **Health and Wellness Management** or a graduate certificate in wellness management, leadership, or health data and policy, from the University of Wisconsin.

As a wellness professional you can have a significant impact on health outcomes by leading activities that improve personal well-being and community health. In the program, you'll learn how to apply a holistic approach to wellness program planning, whether you are leading health promotion initiatives in a workplace, community health agency, or other organization.



### FLEXIBILITY TO EARN YOUR DEGREE OR A CERTIFICATE

Stackable credentials allow you to build your skills and career on your own schedule, over time. You can choose to earn the master's degree or develop skills in a specific area of concentration by earning a certificate.



### STUDY ONLINE, ANYTIME, WHILE STAYING CONNECTED

- ▶ Access course content from any device
- ▶ Zero on-campus meetings or requirements
- ▶ No need to be online at a specific time for classes

Students in our programs often say the online format is a big factor in their ability to earn a degree or certificate, and they often form professional connections that continue long after graduation.



“While there are numerous definitions and dimensions to wellness, in general, it is a guiding philosophy and a way of life. It is thriving each day instead of merely surviving each day.”

– Penny Lyter, Faculty,  
UW Health and Wellness Management, UW-Parkside

## CAMPUS PARTNERSHIPS COMBINE EXPERTISE AND RESOURCES

The Health and Wellness Management program is a partnership of UW-Green Bay, UW-Parkside, UW-River Falls, and UW-Superior. Faculty have expertise in marketing, wellness program management, healthcare consulting, community health and epidemiology, management coaching, and more.

**Accreditation**—assurance that you'll graduate with skills that are relevant to your field and valued by employers. University of Wisconsin institutions offering the online Health and Wellness Management master's degree and graduate certificates are fully accredited by the Higher Learning Commission.

## UNIVERSITY OF WISCONSIN MASTER OF SCIENCE IN HEALTH AND WELLNESS MANAGEMENT



11 COURSES. 31 CREDITS. 100% ONLINE.

To earn the master's degree you must complete all three certificates (27 credits) plus the capstone prep (1 credit) and capstone project course (3 credits). Each certificate consists of 3 courses (3 credits per course).

### GRADUATE CERTIFICATE IN FOUNDATIONS OF HEALTH AND WELLNESS

3 Courses. 9 Credits. *Stackable Certificate.*

An introduction to health and well-being principles and practices. You'll examine the determinants of health, their underlying causes, and how they impact health outcomes, and learn how to apply a holistic approach and evidence-based practices to address population health issues.

- HWM 700** Contemporary Health and Wellness Perspectives
- HWM 725** Evidence-based Practices for Health and Wellness
- HWM 730** Holistic Aspects of Health

### GRADUATE CERTIFICATE IN LEADERSHIP IN HEALTH AND WELLNESS

3 Courses. 9 Credits. *Stackable Certificate.*

Build essential leadership skills to promote a culture of well-being in a variety of settings. Strategic planning, team building, budgeting, using data to make informed decisions, project management, vendor selection and contracts, ethics, and social responsibility.

- HWM 705** Strategic Management for Wellness Managers
- HWM 750** Planning and Evaluation for Wellness Managers
- HWM 770** Human and Group Behavior

### GRADUATE CERTIFICATE IN IMPROVING HEALTH WITH DATA AND POLICY

3 Courses. 9 Credits. *Stackable Certificate.*

Identify and address health issues by using data to make informed decisions. You'll learn methods for collecting, evaluating, and communicating data to a variety of audiences. You'll also examine how federal, state, and local regulations, and healthcare systems influence health outcomes and equity.

- HWM 710** Research and Data Analysis for Wellness Programs
- HWM 715** Professional Communications for Wellness Managers
- HWM 755** Health Policy and Action

### MASTER'S CAPSTONE

Gain valuable, practical experience through a fieldwork project that aligns with your interests and career goals.

- HWM 787** Capstone Prep
- HWM 790** Health and Wellness Management Capstone Course

Students often discover rewarding job opportunities and professional connections during the capstone.

## WHAT ARE MY CAREER OPTIONS?

Whether you're pursuing your first role or seeking career advancement, the skills and knowledge you'll learn in the program will help you get there.

- Employee wellness specialist
- Senior manager of benefits and well-being
- Community health director
- Wellness coordinator
- Corporate director of wellness
- Health promotion specialist
- Communications manager, health and wellness
- Health education instructor

## ADMISSION REQUIREMENTS



- ☐ Bachelor's degree from an accredited university (min 3.0 GPA)

If you are applying to the master's degree, you may also need to submit the following:

- ☐ Official college transcripts
- ☐ Resume
- ☐ Two letters of recommendation
- ☐ Personal statement of up to 1,000 words

If you are applying to any of the certificates, please see our [website](#) for details.

## TUITION



You'll pay the same tuition whether you live in Wisconsin or out of state.

Financial aid may be available to help with the cost of your education.  
For more information, visit our [website](#).



**CERTIFICATE**  
\$6,750  
total for 9 credits



**\$750 Per Credit**



**MASTER'S DEGREE**  
\$23,250  
total for 31 credits

*Also available:*

**GRADUATE CERTIFICATE IN  
SUSTAINABILITY AND WELL-BEING**  
4 Courses. 12 Credits.

Offered in collaboration with the Master of Science in Sustainable Management. Explore the link between the success of an organization and the well-being of a community.

Visit our [website for more details](#).

## GET STARTED



*Enroll any semester, spring, summer, or fall.*

For questions or help with your application contact an enrollment adviser.

[uwex.wisconsin.edu](http://uwex.wisconsin.edu)  
608-800-6762 | [learn@uwex.wisconsin.edu](mailto:learn@uwex.wisconsin.edu)

[Schedule an appointment with an enrollment adviser](#)



**HEALTH AND WELLNESS  
MANAGEMENT**