An online degree that fits your life and career.

Designed for working adults, the online UW Master of Science in Health and Wellness Management will prepare you for leadership roles in corporate wellness such as wellness program director, chief wellness officer, and more.

The dual-focus curriculum teaches you the fundamentals of health and wellness, and advanced techniques in wellness program management skills such as budgeting, strategic planning, program performance improvement, an understanding of legal and policy issues, and the relationship between health providers, stakeholders, and public health systems.

A capstone course provides you with an opportunity to lead a project in a real-world setting, gaining valuable experience. Students often discover rewarding job opportunities and professional connections during this final course.

Study online, anytime

Course content is accessible online from any device. You can watch lectures, participate in online forums with classmates, and do homework whenever it’s convenient for you.

“This master’s degree gave me the opportunity to move into a role leading wellness within a company. It helped me advance my career and prepared me with the skills I needed within the field of workplace wellbeing.”

—Laura Kuglitsch, 2019 graduate, UW-Parkside

By earning your Master of Science in Health and Wellness Management you’ll be qualified for high-level leadership positions in health and wellness management that foster healthy lifestyles, employee well-being, and organizational health.

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A dual-focused curriculum
Developed with advice from industry experts, the curriculum focuses on advanced techniques in health and wellness management.

Students completing the program will:
- Demonstrate familiarity with best practices in behavior change facilitation
- Understand ethical and legal issues relevant to health policy and wellness management
- Analyze the interrelations among health providers and key stakeholders and understand how these relationships influence healthcare systems
- Determine the impact of current wellness initiatives on an organization’s workforce, and develop strategic plans to improve the programs
- Demonstrate an understanding of marketing, including analysis, evaluation, communication, and promotion
- Examine customer needs and apply a systems approach to successfully address them
- Integrate information technology, and communication strategies in the design, implementation, and evaluation of programs

Learn from experienced faculty
Courses are designed and taught by distinguished faculty from the University of Wisconsin, many of whom actively work and are experts in the health and wellness field.

Who should apply?
Admission to the program requires a bachelor’s degree, in any discipline, from a regionally or nationally accredited university (min 3.0 GPA), and prerequisite coursework in: personal health, anatomy and physiology or human biology, intro to psychology, and elementary statistics.

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