

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.



ONLINE

Master of Science in Health and Wellness Management

A 12-course, 36-credit graduate program



“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.

Program powered by:



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UW-Stevens Point, and UW-Superior



Your passion for wellness and a rewarding career

Concerns about employee health, productivity, and rising healthcare costs are just a few reasons why employers implement workplace wellness programs. They need qualified professionals with the training to lead successful wellness programs that result in healthier (and happier) employees. From nutritious cafeteria options, to incentive campaigns, to health screenings, even a small-scale program has the potential to improve employee well-being.

The health and wellness management field is constantly evolving. Our industry advisory board members—experts from large corporations such as Children’s Hospital of Wisconsin, Wisconsin Department of Employee Trust Funds (ETF), and Willis Towers Watson—tell us what employers seek in today’s wellness leaders: people who can make a difference in the workplace and beyond.



Visit hwm.wisconsin.edu to learn more about the program curriculum.



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 health care 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.



Flat-rate tuition

Tuition is a flat fee per credit whether you live in Wisconsin or out of state. Financial aid and/or veteran’s assistance may be available to you and is awarded by your home campus.

Visit hwm.wisconsin.edu for up-to-date tuition and financial aid information.



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.



Get Started Today

Visit hwm.wisconsin.edu to download your degree guide.

Our enrollment advisers can help you decide if the online **UW Master of Science in Health and Wellness Management** is a good choice for you.

UNIVERSITY OF WISCONSIN



**HEALTH AND
WELLNESS
MANAGEMENT**

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