

RU Interested in ...

COMMERCIAL/CORPORATE FITNESS

AT A GLANCE:

Department at RU:	Exercise, Sport, and Health Education
Office Location:	Davis 51
Telephone:	(540) 831-5305
Website:	http://www.radford.edu/~eshe-web/
Faculty Liaison:	Dr. Bill Zuti; Dr. Jerry Beasley
College at RU:	College of Education and Human Development
Degree Type:	Bachelor of Arts, Bachelor of Science

CAREER ABSTRACT

The Commercial/Corporate Fitness 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.

QUESTIONS STUDENTS OFTEN ASK

What can I do with a degree in Commercial/Corporate Fitness?

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.

What academic skills and strengths should I possess to be successful in commercial fitness?

A strong background in the exercise sciences (physiology, psychology, kinesiology) 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) 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.

What are the academic requirements, such as grade point average or minimums to take fieldwork?

The minimum grade point average required to enter fieldwork (internship) is a 2.10 overall and 2.50 in the major. Fieldwork placements are enhanced when students have already pursued volunteer experience and special certifications in the field.

What courses may enhance my career opportunities in commercial/corporate fitness?

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 an application to Radford University contact the RU Admissions Office

Radford University Office of Admissions
209 Martin Hall
P.O. Box 6903
Radford University
Radford, VA 24142

Phone: (540) 831-5371 or (800) 890-4265
Fax: (540) 831-5138
e-mail: pwhite@radford.edu

Where can I obtain more information about careers in commercial/community/corporate fitness?

- RU Department of Exercise, Sport, and Health Education
- Web Site:
<http://www.radford.edu/~eshe-web/>
- RU Career Services Center
- RU McConnell Library
- RU Academic Advising Centers