Exercise Science
Start a Movement.

The world of health and fitness is a $78 billion global industry, and growing. Degreed professionals are needed in every corner of the industry to cut through what was once considered hype and cloudy science. Entry-level salaries for professionals in the industry begin at over $40,000 per year - and earnings are expected to continue to increase 28% through 2026!

Exercise science is the study of movement and functional responses or adaptations associated with exercise. It answers questions like: How does the body respond to change? What are the components necessary to achieve optimum fitness? How do we go longer, grow stronger, move faster, and get better?

The innovative exercise science degree at William Woods University includes coursework in exercise science, kinesiology, fitness testing and prescription, and program design. You will also learn practical skills such as sports psychology, sports law and nutrition, first aid, leadership, stress management and cultural competency. Plus, employable skills that will not only make you stand out above other applicants, but also enhance your career no matter what you do.

William Woods University is proud of our inspiring and highly qualified teaching staff - and small class sizes that give you an opportunity to connect more closely with your classmates and teachers. You get the attention and encouragement you need to succeed academically, while earning a degree that will ensure your future will flourish!

williamwoods.edu/apply
Exercise Science Concentration Options

A William Woods University Exercise Science Bachelor’s degree with any of the following concentrations will prepare you to flourish in a career in the health and fitness industry, in research or graduate school. You will build a solid foundation for understanding the business side of sport management, or simply develop yourself as a coach, teacher, or activities coordinator.

Sports, Coaching and Leisure
Prepares you to become a coach or activities leader.
Core Courses Credits + 23

Sport Management
Prepares you for a career managing the business of sports.
Core Courses Credits + 24

Human Performance
Prepares you to become a certified fitness instructor, personal trainer and more.
Core Courses Credits + 24

Sports Medicine (Pre ATR)
Prepares you to become a certified athletic trainer.
Core Courses Credits + 35

Physical Education
Prepares you to teach physical education at either the elementary or secondary level.
Core Courses Credits + 56

Physical Therapy (Pre PT)
Prepares you to meet requirements for admittance into a Physical Therapist program.
Core Courses Credits + 61
Exercise Science Is A Degree On The Move!

A report from the Federal Bureau of Labor Statistics (BLS) counted about 280,080 fitness trainers and instructors, up from 241,000 in 2014. Data from that same report showed the average time spent each day in “participating in sports, exercise, and recreation” was 0.28 hours for among the civilian non-institutional population aged 15 and older.
Sport Management

William Woods University prepares you for a career in virtually every segment of the sports industry — including an entry to professional level, media and communications operations, athletic departments, health clubs and more.
LEADERSHIP SKILLS FOR ON AND OFF THE FIELD

The sports market is a $74 billion industry, and continues to grow. Skilled professionals are needed to handle every aspect of the giant world of sports— from the management of players, teams, facilities, and events to the marketing and advertising of tickets, games, products, and all-stars.

Sport management majors at William Woods University get a 360-degree view of the entire industry, providing the versatility and knowledge most sought after by 21st Century employers. Students work one-on-one with faculty members, academic advisors, alumni mentors, and industry leaders in valuable professional development opportunities, dynamic internships, and cross-campus student organizations and teams.

At William Woods University, you will be part of an athletic tradition that goes all the way back to the 1930s, when Helen Stephens, the “Fulton Flash,” became a double medalist in the 1936 Olympics.

“The exercise science sport management program provides a unique two-internship model that allows you to gain broad experience early in your first internship, while fine-tuning skills and experiences in your second internship. This is a highly flexible program designed to meet your professional interest for the real world.”

Doug Sanders
Assistant Professor of Sport Management

CAREER OPPORTUNITIES:

Professional sports (NFL, NBA, MLB, MLS)

Media and communications operations (ESPN, Fox Sports, Comcast)

College athletic departments

High school athletic departments

Law firms

Sport marketing operations

Charitable and youth organizations (Little League, Shriners Challenge, YMCA)

Health and fitness businesses

Helen Stephens
Human Performance

Through coursework in exercise physiology, kinesiology, fitness testing and prescription, nutrition and more, you will be able to assess fitness status and design programs to improve areas of fitness for various populations. Prepare for certifications as a fitness instructor, personal trainer, certified strength and conditioning specialist, and more.
TRAIN HARD TO TRAIN BETTER

The human performance concentration within the exercise science degree program prepares you to enter the growing field of human performance. Whether helping sedentary individuals start incorporating movement into their daily routines, or facilitating world-class athletes in achieving higher records, you will gain the tools to help a wide range of populations realize their health goals. Pursue any number of careers including that of a strength and conditioning specialist or wellness facility director. Regardless of your career path, the human performance concentration will ensure you graduate with an understanding of the way the body works and how it responds to exercise, nutrition and actionable training plans.

SPECIAL OPPORTUNITIES:

> Take advantage of the $1.3 million Center for Human Performance, which includes state-of-the-art equipment in exercise testing and rehabilitation
> Train and work in our on-campus fitness facility, the Weider Fitness Center, named for honorary trustee and fitness entrepreneur Joe Weider
> Study in one of the only institutions in the state of Missouri recognized by the National Strength and Conditioning Association (NSCA) Education Recognition Program (ERP)
> Prepare thoroughly for the NCSA Strength and Conditioning Specialist Certification Exam, or for other national certifications, including personal trainer and group fitness instructor.
> Complete an internship in which you will apply what you have learned in the classroom to real-life experience under the direct supervision of professionals in the fitness industry
> Participate in many on-campus fitness opportunities and promotions such as Freshman Peer Mentoring or the Health Hunt Wellness Program Advisory Team
> Enjoy small class sizes and the opportunity to work one-on-one with faculty who are dedicated to helping you map out your career goals and make them happen
> Join various service learning projects throughout the year, including the opportunity to mentor incoming William Woods University students in fitness and nutrition
> Create an online portfolio which showcases your certifications, coursework and professional goals

COURSES YOU MAY TAKE:

- Exercise Technique and Prescription
- Advanced Human Nutrition
- Weight Control and Conditioning
- Exercise Program Design
- Principles of Strength and Conditioning
- Exercise Physiology

CAREER OPPORTUNITIES:

- Fitness Instructor/Coordinator
- Strength and Conditioning Specialist
- Personal Trainer
- Wellness Program Director
- Exercise Physiologist
According to the Federal Bureau of Labor Statistics (BLS), certified athletic trainers are estimated to experience a 28% job growth by the year 2026 — three times the national average for any other industry.

As more people are finding their passions and health in physical activity, more rely on athletic trainers as experts to keep them at their peak performance — back to activity sooner and stronger than ever. As our understanding of concussion prevention and treatment, strength conditioning, and the human body in general increases, so does the need for science-minded professionals for evaluation and treatment when injuries occur.

The Bachelor of Science in exercise science at William Woods University includes the option to pursue a concentration in sports medicine** — designed to prepare you for a number of graduate-level healthcare programs including athletic training (AT) and more. Start with a foundation in anatomy and physiology, then delve deeper into advanced courses that build an evidence-based, research-driven understanding of the human body.

The concentration in sports medicine/pre-athletic training will prepare you to enter the William Woods University Master of Athletic Training (MAT) program.

Requirements/Curriculum
The Sports Medicine and Pre-Athletic Training concentration at William Woods University consists of 122 distinct credit hours for graduation — including 37 core major credits, and 35 hours of specialization — pursuing courses in Anatomy and Physiology, Advanced Human Nutrition, and more.
SPECIAL OPPORTUNITIES:

> Gain hands-on experience with William Woods University athletic teams, working one-on-one with dedicated athletes to help them recover, build strength and prevent future injuries

> Enhance your study with clinical education through our own NAIA athletic program as well as through nearby institutions, outpatient clinics, and hospitals

> Take advantage of the $1.3 million Center for Human Performance, which includes state-of-the-art equipment in exercise testing and rehabilitation

> Join the Athletic Training Student Organization and participate in various leadership and educational opportunities with other students and professionals who have similar goals

> Learn from and work with highly-skilled faculty who are professionals with real-world, sports medicine and athletic training experience ranging from high school to professional athletes, and outpatient clinic setting. The majority of our faculty hold some of the nation’s most respected certifications

> Grasp advanced understanding through innovative coursework, such as Manual Therapy, which emphasizes hands-on treatments including massage, myofascial release, instrument-assisted soft tissue mobilization with certification by Graston Technique, kinesiology taping, and joint manipulations. Graston Technique® (GT) therapy is an evidence-based form of instrument-assisted soft tissue mobilization (IASTM) that allows for precise detection and treatment of myofascial dysfunction. Following the kinetic chain, GT therapy providers can target and specifically treat affected tissues often resolving issues once thought to be permanent utilizing specifically designed instruments.

> Gain advanced knowledge of techniques through supplemental online learning through our partnership with HomeCEUconnection – a web-based learning management system providing access to important continuing education credits for healthcare providers.

OUR SPORTS MEDICINE/PRE-ATHLETIC TRAINING DEGREE AT WORK

Follow a prescribed four-year plan that prepares you for graduate study in athletic training or a similar field.

Pursue an exciting career as an athletic trainer, working with athletes at varying levels: high school, college, and professional

Move into an emerging setting in athletic training such as entering a variety of workplaces — ranging from factory settings to major companies such as Nike and Google, who have identified the need for corporate wellness, and have on-site clinics

Find your niche in a specialized area of this workplace setting working with performers, musicians, and dancers

Work in outpatient rehabilitation clinics or as athletic trainers in orthopedic physicians’ offices

Join the nearly 70 percent of athletic trainers who hold advanced degrees in athletic training, physical or occupational therapy, medicine, chiropractic, exercise physiology, and more — a number that will be increasing as the profession becomes a Master’s degree by 2022

williamwoods.edu/athletics
Physical Education

It’s in P.E. that a child builds a foundation for a healthy, active lifestyle. Physical activity improves a student’s concentration and memory, lowers anxiety, and improves classroom behavior. Physical education teachers can instill a love for physical activity and various athletics, while bringing to life an understanding of the value of a healthy, active lifestyle.

The William Woods University Bachelor of Science in Exercise Science with a concentration in P.E. will prepare you to be that inspiration to adolescent learners. In the P.E. concentration, you will learn the differences between health-related and skill-related fitness. You will learn how to create movement-based learning opportunities for students in the areas of perceptual motor activity, individual and dual sports, and team sports that are designed to promote a lifelong priority of staying active. Also, you will learn how to modify lessons to meet the needs of all and how to assess your lessons in order to foster student learning.

PROGRAM HIGHLIGHTS:

> Work with the local preschool and home school associations in teaching physical education skills

> Get involved with the Missouri Association for Health, Physical Education, Recreation and Dance (MOAHPERD) and take advantage of a number of professional development, networking and educational opportunities

> Attend the MOAHPERD state conference where William Woods has had two physical education students recognized as Major of the Year in Physical Education

> Join the international honor society in education, Kappa Delta Pi, where teachers and future teachers come together

> Combine physical education with giving back through service opportunities, such as volunteering with the YMCA and the Special Olympics, hosted in Columbia, Missouri
COURSES YOU MAY TAKE:
Multicultural Education
Exceptional Child
Creative Movement
Methods of P.E.
Flexibility and Stretching
Team, Individual and Dual Sports
Educational Psychology
Classroom Management

“The faculty and staff in the physical education department made my time at William Woods an enjoyable experience. I was nervous about student teaching in my own physical education classroom, but my professors prepared me. WWU has prepared me for the educational world and I can now go into an interview confident in my abilities as an educator.”

TJ Quick, B.S.
Physical Education ’09, M.Ed. ’11
Physical Therapy (Pre PT)

The Bachelor of Science in exercise science with pre-PT concentration prepares you to enroll into a physical therapist program by participating in internships, observing physical therapists in action and completing appropriate coursework—including an anatomy class with 3-D anatomical models.

A GROWING DEMAND FOR PHYSICAL THERAPISTS

Employment for physical therapists is projected to grow 28% through 2026, much faster than the average for all other occupations. The Bachelor of Science in exercise science with pre-PT concentration prepares you to help individuals with rehabilitation after heart attacks, strokes and mobility-related injuries.

Physical therapists also work in college and professional sports, emergency rooms and trauma centers, and in women’s health and oncology labs. Medical advances have extended the lives of trauma victims and newborn infants born with birth defects, which means physical therapists are needed to create individualized treatment plans for these patients. These plans are tailored to the severity of the injury, and can improve balance and coordination, strengthen muscle and joint flexibility, teach how to use a walker or wheelchair, and much more.

Obtaining your Bachelor of Science in exercise science with pre-PT concentration is your first step to entering a helpful, rewarding career in a healthcare field that is growing year-over-year.
SPECIAL OPPORTUNITIES

> Gain hands-on experience through two required internships with clients at gyms and fitness facilities.

> Learn from working professionals by completing 100 observational hours with a Doctor of physical therapy (a requirement for application to DPT programs)

> Develop collaboration skills via inter-professional education with students from other healthcare majors including sports medicine, athletic training, nursing, and more

> Master anatomy by using 3-D anatomical models in the classroom

COURSES YOU MAY TAKE:

- General Biology
- Human Anatomy and Physiology
- Chemistry
- Exercise Physiology
- Elementary Statistics
- Physics
- Algebra
- Advanced Human Nutrition
- Exercise Technique

CAREER (AND EARNING) OPPORTUNITIES:

Demand for physical therapy will come in part from the large number of aging baby boomers, who are remaining more physically active later in life than their counterparts of previous generations. Older people are more likely to experience heart attacks, strokes, and mobility-related injuries that require physical therapy for rehabilitation. Physical therapists contribute to ensuring that all age groups remain active and mobile throughout their lives.

In 2017, the median annual income for physical therapists was $86,850. The highest 10 percent in the industry earned more than $122,650.

Requirements/Curriculum

The pre-physical therapy concentration within the Bachelor of Science in Exercise Science at William Woods University consists of a 37-hour exercise science core curriculum with a 61-hour pre-physical therapy focus.
Sports, Coaching and Leisure

Learn the fundamentals behind coaching a team or individual, learn to lead groups on outdoor activities, and learn the theory behind what makes people perform at their best — preparing you to become a coach or other leader of activities.
BE A GAME CHANGER

What makes a great coach? Many say it’s a combination of leadership skills, a commitment to continuous improvement, and outstanding communication abilities. Coaching is all of this, as well as a strong passion for the sport, dedication, winning (of course), and making positive, inspiring changes in the lives of your athletes — on and off the field.

The William Woods University concentration in sports, coaching and leisure will help you learn the fundamentals behind coaching a team or individual, to lead groups on outdoor activities, and learn the theory behind what makes people perform at their best — preparing you to become a coach or other leader of activities.

The sports, coaching and leisure concentration builds on an exercise science foundation — so you may develop practice, game, and training plans for your teams and athletes with an understanding of exercise physiology, recovery, prevention and care of injuries, First Aid and CPR, and sport psychology. This concentration will allow you to build a deeper understanding of what it takes to manage and lead athletics. You will develop solid coaching theory, conditioning, and gain greater understanding of how individuals and teams learn best.

SPECIAL OPPORTUNITIES:

> Take advantage of opportunities to get involved with any of the 15 William Woods NAIA sports teams. Intern and train through our own NAIA athletic program and at nearby institutions
> Volunteer locally as a middle school, high school, or youth sports coach or assistant coach
> Take advantage of the $1.3 million Center for Human Performance, which includes state-of-the-art equipment in exercise testing and rehabilitation
> Train and work in our on-campus fitness facility, the Weider Fitness Center, named for honorary trustee and fitness entrepreneur Joe Weider
> Continue your education with the William Woods University Master’s in Education in Athletics/Activities Administration

COURSES YOU MAY TAKE:

- Weight Control & Conditioning
- Outdoor Adventure Activities
- Methods of P.E.
- Management of Athletics
- Team, Individual and Dual Sports
- Movement Concepts
- Theory of Coaching
- Flexibility and Stretching
- Philosophy of Teaching P.E.

CAREER OPPORTUNITIES:

- Athletics coach
- Athletics director
- Recreational program coordinator
- Camp director
- Health coach
- Sports Development officer
- Sport Management
- Outdoor recreation coordinator
- Event manager/director

williamwoods.edu/athletics
Master of Athletic Training

ATHLETIC TRAINERS’ WORK GOES BEYOND JUST SPORTS!

The William Woods University Master of Athletic Training (MAT) program provides you with the tools and skills you need to prepare for the profession of athletic training. Curriculum includes classroom, lab, and clinical (hands-on) educational opportunities. You will receive personal attention from highly trained faculty who are dedicated to your development as a confident, competent health care provider.

Graduates will learn the skills of general medical screening, orthopedic examination, and therapeutic interventions — skills necessary to pursue a career in any of our practice settings ranging from the traditional (high school, college, or professional sports) to emerging settings (industrial medicine, performance medicine or as an athletic trainer in a physician office).
SPECIAL OPPORTUNITIES:

> Gain hands-on experience with William Woods University athletic teams, working one-on-one with dedicated athletes — helping them recover and prevent future injuries

> Complete training in kinesiology taping and Graston Technique, and upon graduation and certification as an athletic trainer, be certified in each. These certifications are some of the most prestigious in the industry and better prepare our graduates to increase patient outcomes while also making them marketable candidates in the field

> Enhance your study with clinical education through our own NAIA athletic programs as well as through nearby institutions in Missouri

> Take advantage of the $1.3 million Center for Human Performance, which includes state-of-the-art equipment in exercise testing and rehabilitation

> Earn additional certifications to stand out upon entering the job market

> Grasp advanced understanding through innovative coursework, such as manual therapy which emphasizes hands-on treatments including massage, myofascial release and joint manipulations

WWU students enrolled in the program will apply for the MAT program in the spring semester of their junior year. This is a separate application process from the university consisting of a formal application, personal essay, two letters of reference, a formal interview with faculty and staff, as well as completion of the 100 observation hours.

Requirements/Curriculum
The MAT degree at William Woods University consists of 159 distinct credit hours for graduation. Begin with a B.S. in exercise science with a sports medicine concentration, and go on to achieve your MAT — including 88 core major credits, 100 observation hours, and 800 clinical hours under the supervision of a clinical instructor and more. The MAT can be completed in just one year as part of the MAT in 5 program. If transferring in with a Bachelor of Science, the MAT will take two years to complete.

“The athletic training class of 2019 had a 100% first-time pass rate on The BOC Certification Exam. Each is able to use the ATC credential and apply for state licensure to work as an athletic trainer. Recent graduates are enrolled in the Masters of Health Administration (MHA) at WWU and other graduate programs, and others have enlisted in the National Guard’s physician’s assistant program.”

~ Steve Middleton, PT, ATC
Assistant Professor of Athletic Training
“The professors in my department were helpful in providing the resources and hands-on experience I needed to succeed. Without their assistance in the exercise science program, I would not have had the quantity and quality of job offers I was fortunate to have upon graduation. They truly cared about not only my education and experiences at William Woods, but what was best for me personally.”

Abbey Stock, B.S.
Exercise Science, ’10
Shown here: Bob Jones, the first Strength and Conditioning Coach in William Woods history. In 2019, Jones was named “Strength and Conditioning Coach of the Year” by the National Strength and Conditioning Association (NSCA).
SEND YOUR ACT/SAT SCORES
APPLY ONLINE
Apply online any time beginning your junior year. It’s fast, easy, FREE, and no essay is required.
SEND YOUR TRANSCRIPTS
SEND YOUR ACT/SAT SCORES
APPLY FOR SCHOLARSHIPS
COMPLETE THE FAFSA

Transferring in with your undergraduate degree, and seeking to complete the Master of Science in Athletic Training? We can help!
Visit www.williamwoods.edu/Transfer