

FITNESS & SPORTS MANAGEMENT

DES MOINES AREA COMMUNITY COLLEGE



Fitness & Exercise Management A.A.S.

[DMACC.EDU/PROGRAMS/FITNESS](https://dmacc.edu/programs/fitness)



DMACC
DES MOINES AREA
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Life's Calling™

THE FITNESS & EXERCISE MANAGEMENT A.A.S. PROGRAM:

- ▶ Gives hands-on experience
- ▶ Offers networking opportunities
- ▶ Is efficient and effective
- ▶ Offers classes on DMACC's Boone and Ankeny Campuses
- ▶ Has online options



WHAT KIND OF WORK WILL I DO?

People entering this field enjoy sports, recreation, wellness and working with the public. Students will develop skills that include marketing, communications, accounting, long-range planning and community involvement. Persons in this field might perform the following duties:

- ▶ Operate and maintain fitness/exercise equipment
- ▶ Demonstrate proper techniques on various types of fitness/exercise equipment
- ▶ Perform exercise demonstrations
- ▶ Apply knowledge of physiological principles
- ▶ Build confidence in those with doubt or difficulty associated with exercise
- ▶ Identify individual fitness/exercise needs
- ▶ Communicate with individuals of diverse physical abilities
- ▶ Organize fitness activities and sports tournaments

WORK IN THIS FIELD MIGHT INCLUDE:

- ▶ Using and instructing people on the proper use of various types of physical fitness/exercise equipment
- ▶ Informing people on the physiological functions of the body in fitness training
- ▶ Budgeting facility needs
- ▶ Determining people's fitness and wellness goals by developing an appropriate fitness program
- ▶ Evaluating and maintaining records of fitness progress
- ▶ Directing the operation of a fitness, exercise or health facility

FIND EMPLOYMENT IN:

- ▶ Private health clubs and golf courses
- ▶ Schools and youth/club sports
- ▶ Community or municipal recreation departments
- ▶ YMCA/YWCAs
- ▶ Intercollegiate athletics and college recreation departments
- ▶ International sports organizations
- ▶ Interscholastic athletics
- ▶ Nonprofit sports-related agencies

FITNESS & EXERCISE MANAGEMENT DEGREE REQUIREMENTS—A.A.S. DEGREE

Semester 1	(16 Credits)
PEH 162 Intro to Physical Education	Credits: 3
PSY 121 Developmental Psychology	Credits: 3
ENG 105 Composition I	Credits: 3
SDV 108 The College Experience	Credits: 1
PEH 141 First Aid	Credits: 2
SOC 110 Introduction to Sociology	Credits: 3
PEA 187 Weight Training I	Credits: 1
Semester 2	(16 Credits)
PET 110 Intro to Athletic Training	Credits: 2
PEH 102 Health.....	Credits: 3
PEA 144 Physical Fitness and Conditioning.....	Credits: 2
SPC 101 Fund of Oral Communication.....	Credits: 3
MKT 110 Principles of Marketing	Credits: 3
FIN 121 Personal Finance.....	Credits: 3
Semester 3	(16 Credits)
BIO 168 Anatomy & Physiology I.....	Credits: 4
..... or BIO 156 Human Biology with Lab	Credits: 3
..... and PEC 122 Intro to Anatomy & Physics for Coaching	Credits: 1
PEH 190 Sports Nutrition.....	Credits: 2
PEH 266 Leadership Techniques Fitness Program*.....	Credits: 3
BUS 148 Small Business Management.....	Credits: 3
PEH 262 Wellness Program/Planning/Organizing*	Credits: 3
PEC 110 Coaching Ethics, Techniques & Theory	Credits: 1
Semester 4	(16 Credits)
PEH 178 Sports Diversity	Credits: 3
PEH 920 Field Experience.....	Credits: 2
PEA 248 Advanced Strength & Conditioning*	Credits: 2
PEH 125 Personal Training II*	Credits: 3
ACC 111 Intro to Accounting.....	Credits: 3
MKT 121 Digital Marketing.....	Credits: 3
..... or MKT 131 Social Media Marketing	Credits: 3
..... or MKT 135 Content Marketing	Credits: 3
..... or MKT 140 Selling.....	Credits: 3

Total Credits Required to Complete this Award **64**

* Classes that lead to a national certification

CAREER OUTLOOK

The U.S. Bureau of Labor Statistics predicts that job growth in fitness and sports management will grow 10 percent annually from 2016 to 2026, faster than the average for all occupations. As businesses, government and insurance

organizations continue to recognize the benefits of health and fitness programs for their employees, incentives to join gyms or other types of health clubs are expected to increase the need for fitness trainers and instructors.





2+2 WITH IOWA STATE UNIVERSITY

Iowa State University partners with DMACC to develop transfer plans for students who are interested in careers in fitness and health promotion and who wish to start their education at a community college.

2+2 WITH UNIVERSITY OF IOWA

Through an agreement with the University of Iowa, students from DMACC can transfer seamlessly and earn their B.S. degree in Sports & Recreation Management.

2+1+2 WITH DRAKE

Earn a DMACC A.S. degree in Liberal Arts with an emphasis in Sports Management, then transfer to Drake to earn a Bachelor's in Health Science and a Master's of Athletic Training (MAT). This accelerated program is defined as a 2+1+2.

COACHING CERTIFICATE

The Athletic Coaching Certificate is for individuals interested in coaching athletics and recreational sports for all ages and abilities.

FOR MORE INFORMATION, VISIT

[DMACC.EDU/PROGRAMS/FITNESS](https://dmacc.edu/programs/fitness)

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