



# ONLINE MS IN HEALTH PROMOTION MANAGEMENT



The lifestyle choices we make today have a profound effect on the quality of our overall health in the years to come. With an online Master of Science in Health Promotion Management from American University, you will emerge as a leader in the fight against leading causes of death, including cardiovascular disease, cancer, and diabetes.

## PUT YOUR SKILLS INTO PRACTICE TO PROMOTE HEALTHY LIVING

Prepare to provide management and leadership as you plan and develop health-promotion programs. You'll learn to use best practices to assess needs, make plans, organize projects, align resources, build partnerships, and monitor outcomes. By graduation you can:

- ▶ Understand human health and wellness, and the factors impacting individual and organizational health
- ▶ Conduct, analyze, and translate health science research for cutting-edge health promotion programs
- ▶ Formulate and demonstrate effective, culturally competent health communication strategies across various mediums, channels, and organizations
- ▶ Apply analytical, creative, and evidence-based thinking to solve pressing health problems, discover opportunities, and evaluate existing paradigms for organizational advantage
- ▶ Empower people to choose positive behaviors and make a lasting difference in their lives

## LEAD THE WAY TO HEALTHIER COMMUNITIES

The online Master of Science in Health Promotion Management curriculum teaches you the essential skills and knowledge needed to assist organizations in managing human capital. Our courses will prepare you to make an impact from the individual level to the policy level, promoting healthy behaviors and improving quality of life.

The online program consists of 10 courses (30 credits total). Each course is eight weeks long. Courses include:

Strategic Planning in Health Promotion Management

Health Communication

Behavior Change in Health Promotion

Programming for Health Promotion Management

Health Promotion in Healthcare

Science of Health Promotion and Disease Prevention

Decision Making and Change Management

Principles and Theories of Evaluation

Data Analysis in the Health Sciences

Worksite Health Promotion Management

## FACULTY

Our faculty are leaders in the field and on the cutting edge of health-related trends, policies, initiatives, and research. With a passion for both theory and practice, they are actively working to implement and integrate health promotion programs in a broad range of environments.

Dr. Anastasia Snelling, Chair of the Department of Health Studies and the Program Director, has been teaching courses in health promotion for 35 years. Her research focuses on methods of behavior change in nutrition education to manage risk factors related to chronic disease.

The program was founded by Robert Karch, a full professor in the Department of Health Studies who has been a member of American University's faculty since 1969.

## FUNDING

You may qualify for federal financial aid and merit-based scholarships. To be considered for federal loans and federal work-study, submit the Free Application for Federal Student Aid (FAFSA) at [fafsa.ed.gov](https://fafsa.ed.gov).

## CAREERS

Graduates can apply their skills in a number of leadership roles, including:

- ▶ Population Health and Wellness Manager
- ▶ Director of Employee Health
- ▶ Health and Wellness Program Leader
- ▶ Health Promotion Specialist
- ▶ Community Health Specialist
- ▶ Onsite Wellness Coordinator
- ▶ Behavior Change Specialist
- ▶ Worksite Wellness Manager of Regional Wellness Programs

Health educators and community health workers are expected to see a 13 percent increase in job opportunities between 2016 and 2026, according to the Bureau of Labor Statistics.<sup>1</sup>



## WHY AMERICAN UNIVERSITY'S MS IN HEALTH PROMOTION MANAGEMENT

- ▶ First in the U.S. to combine the concepts of health and wellness with the principles of business and management
- ▶ Established program producing leaders in the field for 40 years
- ▶ Received the Distinguished Academic Program Award (2011) from the National Wellness Institute

1. Bureau of Labor Statistics (2019 April). Occupational Outlook Handbook: Health Educators and Community Health Workers. Retrieved July 2, 2019, from <https://www.bls.gov/oooh/community-and-social-service/health-educators.htm>.