Health Promotion

Marketable Skills

Health Promotion majors develop professional skills including:

- The ability to develop and implement strategies and programs to improve individual and community health
- Experience gathering and interpreting data
- The ability to develop health related audio, visual, and print materials
- Strong critical thinking skills
- The ability to cogently express complex health and medical information
- Experience conducting program surveys and evaluating health education programs
- Experience providing screening services for individuals and performing follow-up evaluations
- Program and personnel management skills

Relevant Fields

- Advocacy
- Communications
- Community Outreach
- Corporate Health and Wellness
- Education
- Health Journalism
- Nonprofit Management
- Research
- Sports Medicine

Sample Occupational Titles

Bachelor’s Degree:  Advanced Degree:

- Communications Representative
- Community Outreach Coordinator
- Health Educator
- Pharmaceutical Sales Representative
- Researcher
- Program Director
- Public Health Administrator
- Research Coordinator
- School Health Education Director

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Print Resources

Find these titles and additional books, periodicals, and handouts in the Career Resource Library:

- Careers for Sport Nuts and Other Athletic Types by Ray Heitzmann
- College Majors Handbook with Real Career Paths and Payoffs by Neeta P. Fogg, Paul E. Harrington, and Thomas F. Harrington
- Public Health: Career Choices That Make a Difference by Bernard J. Turnock
- The Non-Profit Career Guide: How to Land a Job that Makes a Difference by Shelly Cryer
- Top 100 Health-Care Careers: Your Complete Guidebook to Training and Jobs in Allied Health, Nursing, Medicine, and More by Saul Wischnitzer and Edith Wischnitzer

Online Resources

Visit these websites and others listed in our School-Specific Resources:

- Health Promotion Careers at www.hpcareer.net
- Health Promotion Tips at www.healthpromotiontips.com/health-promotion-careers
- Idealist at www.idealista.org
- Occupational Outlook Handbook at www.bls.gov/oco
- O*NET Resource Center at www.onetcenter.org
- USAJOBS at www.usajobs.gov

Professional Associations

The following professional associations offer career-related information and job listings:

- Aerobics and Fitness Association of America at www.afaa.com
- American Alliance for Health Physical Education Recreation and Dance at www.aahperd.org
- American College Health Association at www.acha.org
- American Public Health Association at www.apha.org

Find more professional associations at American Society of Association Executives at www.asaecenter.org/Directories/AssociationSearch.cfm