



Strength & Conditioning

Add strength and conditioning to your exercise science major so you'll be uniquely qualified for a career as a certified strength and conditioning specialist for a professional or university sports team, health club or fitness center.

A stronger major

Northwestern's strength and conditioning career concentration is a substantial addition to our exercise science major, preparing graduates for careers as specialized, in-demand coaches or fitness instructors. Emphases of the program include:

- Athlete nutrition
- Coaching and leadership
- Exercise and performance testing
- Facility and personnel management
- Strength and conditioning program design and implementation

Certification

Certified strength and conditioning specialists must have a B.A. (kinesiology degree preferred), CPR and First Aid certification, and must pass a two-part examination, administered by the National Strength and Conditioning Association or the Collegiate Strength and Conditioning Coaches Association.

A score for Red Raider athletics

Northwestern's strength and conditioning program benefits Raider athletes as well as kinesiology students because two certified strength and conditioning specialists not only teach courses but also serve Raider athletics as dedicated strength and conditioning coaches. Students in the program participate in practicums with Raider teams, gaining hands-on experience that may lead to internships or jobs with youth, university or professional sports teams.

Top Trend: Fitness Professionals

Among the "Top 20 Worldwide Fitness Trends" listed in a recent issue of *American College of Sports Medicine's Health & Fitness Journal* are these:

- Educated and experienced fitness professionals (1)
- Fitness programs for older adults (2)
- Strength training (3)
- Personal training (5)
- Wellness coaching (20)

In fact, educated and experienced fitness professionals has been the top trend for four years in a row, leading to a growing market for college graduates with degrees focused on fitness.

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To learn more about our professors and students, and see what graduates are doing:

nwcsiowa.edu/kinesiology

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