



W.I.T.S. FITNESS CAREER PROFESSIONALS

Online Course Descriptions

Online & Hybrid Certifications

Continuing Education Courses



Fitness Certifications

Online Courses

Business Programs

"Educational Excellence For Fitness Professionals."
1-888-330-9487 www.witseducation.com

Online & Hybrid Certifications

Personal Trainer Hybrid Certification – 62 W.I.T.S. CEC's/ 6.2 IACET CEU's

2 Certification Levels

Level 1 – Pass both Written Exam & Practical Skills Exam

Level 2 – Be a Level 1 CPT & Complete the 30 Hour Internship

Get all the information needed to start an exciting fitness career & become a Certified Personal Trainer. We have over 5,000 internship employers waiting to hire our graduates. We do what a written test alone cannot do for you to become a successful Certified Personal Trainer. Our unique industry 1st employer internship walks many of our graduates into better paying jobs! This challenging course is for candidates wanting CONVENIENT ONLINE information with in-depth instruction and hands-on practical labs on video to understand how it all comes together. The option to experience & master the essential career skills at a local fitness center near you is a special feature that only W.I.T.S. offers.

Retail Price: \$799.00

Group Exercise Hybrid Certification 62 W.I.T.S. CEC's/ 6.2 IACET CEU's

This updated course is a self-paced, 9-module hybrid certification like no other, and includes online lecture videos, practical lab demonstrations and participation in a 4 day hands on practical lab. The Lectures will cover the essentials and most recently published information regarding group exercise history, music, choreography, safety techniques, as well as basic applied science specifically relating to group exercise cardiovascular, muscular, and flexibility health. The Practical Labs will encompass skill development for functional training, sports conditioning, circuit, boot camp, dance, step, kickboxing, hi-low, aqua, indoor cycling, and equipment-based class techniques. The written and practical exams are included in this course at the 4 day practical lab weekend. A 30 internship is required and a valid CPR/AED card must be presented to get the certification issued. Textbook Title: Group Exercise Methods 3rd edition

Retail Price: \$599.00

Fitness Management Certification – 36 W.I.T.S. CEC's/ 3.6 IACET CEU's

This certification course prepares students to practice at the management level in the field of fitness. The course topics include history, membership sales and retention, business skills, managing staff, operational practices, facilities and equipment, budgeting and finance, and other important topics relevant to successful management of a large or small facility. Students who successfully complete the online classroom education and exam will receive their nationally recognized W.I.T.S. Fitness Management Certification. Textbook Title: Fitness Management, 3rd Edition

Retail Price: \$399.00

Older Adult Specialist Hybrid Certification 44 W.I.T.S. CEC's/ 4.4 IACET CEU's

Get the training and education you need to serve the fastest growing fitness population in the US. This 38 hour course includes 9 hours of ONLINE lecture, 9 hours of ONLINE practical training preparation, a LIVE 3 day practical training & testing. This unique specialist certification provides you with the specific knowledge and practical skills you'll need for working with older adult clientele. Learn what common ailments and physical conditions are germane to this special population and how to design age appropriate, fun and functional exercise programs. Textbook Title: SrFit 2nd Edition

Retail Price: \$599.00

Lifestyle Fitness Coaching Certification – 11 W.I.T.S. CEC's/ 1.1 IACET CEU's

The most successful fitness professionals know that their clients' success depends on making significant lifestyle and behavior change. It's not enough to create an exercise program, but you must also develop a relationship based on trust, understanding, and respect, in which you are able to communicate, motivate, and support your client towards reaching their goals. This class will help you develop the skills to do just that, to be more effective as a personal trainer, and most importantly, to help your clients achieve their fitness and lifestyle goals. This interactive course includes 9 hours of instruction and 2 hours testing; and will teach you the skills of successful coaching and allow you to practice and build confidence in your coaching relationships. Textbook Title: Lifestyle Wellness Coaching, 2nd Edition

Retail Price: \$399.00

Continuing Education Courses

Building Blocks of Sport and Exercise Nutrition 2 W.I.T.S.

CEC's/ .2 IACET CEU's

This course provides students the ideal balance of reliable nutrition information and practical sport-related knowledge. You will become familiar with how the building blocks of sport and exercise nutrition can affect your clients on a daily basis. You must complete all assignments and pass the end of course quiz to successfully complete the course. Optional Textbook Information: Dunford, Marie. (2010) Fundamentals of Sport and Exercise Nutrition. Human Kinetics. Chapters 4 through 9. Retail Price: \$59.95

Sport and Exercise Nutrition: Special Considerations- 2

W.I.T.S. CEC's/ .2 IACET CEU's

Expand on your knowledge of nutrition basics for application to sport and exercise. You will learn essential sport-related information to assist your clients in achieving optimal results. Additional topics discussed include the origins of sport and exercise nutrition, as well as special considerations with specific populations. Textbook Title: Fundamentals of Sport and Exercise Nutrition Retail Price: \$59.95

Developing Your Business Strategy - 2 W.I.T.S. CEC's/ .2 IACET CEU's

One thing that all successful business have in common is that they start with a clear focus and plan. This course is designed to help you develop your business strategy and focus. You will have the opportunity to develop your mission, establish short and long term goals, and perform a SWOT analysis to help you assess your strengths, weaknesses, opportunities, and threats. Textbook Title: 101 Ways to Improve Your Personal Trainer Business Retail Price: \$59.95

Identifying Your Products and Services - 2 W.I.T.S. CEC's/ .2 IACET CEU's

This course is designed to help you identify the products and services that you will include in your business. By considering your strengths, weaknesses, opportunities and strengths, you will be able to more clearly define the product mix that will attract and retain clients. Textbook Title: 101 Ways to Improve Your Personal Trainer Business Retail Price: \$59.95

Setting Prices for Profitability - 2 W.I.T.S. CEC's/ .2 IACET CEU's

How do you determine what to charge for your services? Price yourself too high and you may lose clients; too low and some may think you aren't qualified. While setting prices may seem like a straightforward concept,

there are actually many different factors to consider, and these decisions can make or break your business. This course will help you formulate your pricing strategy and determine what you will charge for your products and services. Textbook Title: 101 Ways to Improve Your Personal Trainer Business Retail Price: \$59.95

Promotion and Sales Basics - 2 W.I.T.S. CEC's/ .2 IACET CEU's

Do you struggle with finding the most effective and affordable way to promote your business and reach your target market? Are you uncomfortable with sales? This course is designed to help you determine how to promote and sell your products and services. You will learn about different ways to promote and advertise your business and come up with an effective strategy to help you achieve your business goals. Textbook Title: 101 Ways to Improve Your Personal Trainer Business Retail Price: \$59.95

Developing Relationships: The Key to Success - 2 W.I.T.S. CEC's/ .2 IACET CEU's

Fitness is a people business and successful fitness professionals create positive relationships and build productive networks. In this course you will learn how to identify and develop the relationships that will be key to your business success. Topics covered include; community relations, networking, and providing the highest level of service to build loyalty and retain clients. Textbook Title: 101 Ways to Improve Your Personal Trainer Business Retail Price: \$59.95

Developing Your Marketing and Promotion Strategy- 2 W.I.T.S. CEC's/ .2 IACET CEU's

Many believe that "marketing" is simply how you advertise your business. Marketing is much more comprehensive and incorporates everything from your business name, logo, pricing strategy, and location. This course will help guide you in the development of your marketing strategy as well as provide insight into successful promotions. Textbook Title: *Scientific Advertising for the Fitness Professional* Retail Price: \$59.95

Establishing Your Brand and Image- 2 W.I.T.S. CEC's/ .2 IACET CEU's

One of the most important things to understand about advertising and marketing your Personal Training services is that YOU are your business! It is your skills, expertise, personality and individuality that clients connect with and purchase. This course will focus on using YOU to create a positive image, enhance your "brand," and attract and

retain customers. We will also explore the role and impact of negative advertising on your business and the fitness industry. Textbook Title: *Scientific Advertising for the Fitness Professional*
Retail Price: \$59.95

Finance and Budgets: What Every Fitness Professional Should Know! - 2 W.I.T.S. CEC's/ .2 IACET CEU's

While many pursue a career in fitness because they love to work out and help others, there is no getting around the fact that attention must be paid to finances. The most successful fitness professionals know as much about finance and budgeting as they do about the human body and exercise. This course introduces you to basic financial tools you will need to keep your business in the black. Strategies for budgeting, controlling expenses, building revenue and buying and selling a business will all be examined.
Retail Price: \$59.95

Attracting Club Members - 2 W.I.T.S. CEC's/ .2 IACET CEU's

Attracting members is perhaps the most important aspect of your fitness club business. Successful club owners and managers know that without members, you will have no revenue, no purpose, and no viable business. In this course, you will gain insight into types and categories of memberships, pricing strategies, creating a unique brand for your business, and membership sales. In order to successfully complete this class and earn 2.0 W.I.T.S. CECs/ 0.2 IACET CEUs, you must complete all reading, discussion posts, and assignments, and pass a final quiz. Textbook Title: *Fitness Management 3rd Edition*
Retail Price: \$59.95

Retaining Club Members - 2 W.I.T.S. CEC's/ .2 IACET CEU's

It costs 6 - 7 times more to attract a new customer than it does to RETAIN one. While marketing and membership sales are important drivers for revenue, the savvy club manager knows that member satisfaction and retention is even more vital to running a successful gym business. Your existing members provide monthly or annual dues, and satisfied members spread the word, bringing in new customers. This course focuses on the important variables that influence member retention. You will learn how to create positive experiences for your members by cultivating a service culture. In order to successfully complete this class and earn 2.0 W.I.T.S. CECs/ 0.2 IACET CEUs, you must complete all reading, discussion posts, and assignments, and pass a final quiz. Textbook Title: *Fitness Management 3rd Edition*
Retail Price: \$59.95

Club Management: Facility Set Up and Design - 2 W.I.T.S. CEC's/ .2 IACET CEU's

In this course, you will learn about the various space requirements of a well-functioning facility. In addition to your workout area, you will need office and storage space, locker rooms, perhaps a laundry room, and a space for child care. You will also need to select exercise equipment, and this course describes the various options available. Once you have determined the space and equipment requirements of your facility, you will be ready to begin the construction process. This course gives you the vital information you will need to build a facility from the ground up, or to renovate an existing space. The optional text for this class is *Fitness Management, 3rd Ed.* Chapters 17 and 18 from this text will be used in this class. To successfully complete this class and earn your 2 CECs, you must review all of the material, complete all of the assignments, and score 100% on the quiz. Textbook Title: *Fitness Management 3rd Edition*
Retail Price: \$59.95

Club Management: Human Resources and Staffing - 2 W.I.T.S. CEC's/ .2 IACET CEU's

You may have constructed the most beautiful and well-equipped facility in the history of gyms, but without skilled, qualified, personable staff, your business will not succeed. Attracting, training and retaining the best staff is fundamental to creating an exemplary service culture. This course will help you identify and build a winning team, and to provide the types of leadership and management skills that are essential to a productive working environment. The optional text for this class is *Fitness Management, 3rd Ed.* Chapters 15 and 16 from this text will be used in this class. To successfully complete this class and earn your 2 CECs, you must review all of the material, complete all of the assignments, and score 100% on the quiz. Textbook Title: *Fitness Management 3rd Edition*
Retail Price: \$59.95

Club Management: Programming Essentials for Member Retention - 2 W.I.T.S. CEC's/ .2 IACET CEU's

Providing spaces and equipment for members to work out is fundamental. However, if you really want to build a service culture in your facility, you will need to provide programming that meets the needs, desires and expectations of your members. You will also need a well-planned business model that enables you to operate your business smoothly, efficiently and profitably. This class begins with strategies for developing exemplary programming for your members. It then goes on to give you invaluable tools for developing and implementing a business operating model that will get your business off to a dynamic start. The optional text for this class is *Fitness Management, 3rd Ed.* Chapters 10 and 11 from this text will

be used in this class. To successfully complete this class and earn your 2 CECs, you must review all of the material, complete all of the assignments, and score 100% on the quiz. Textbook Title: Fitness Management 3rd Edition
Retail Price: \$59.95

[Building a Fan-Centric Company: Social Media Application for Healthcare Professionals - 2 W.I.T.S. CEC's/ .2 IACET CEU's](#)

“Building a Fan-Centric Company” is a course designed for healthcare professionals who wish to make their social media presence more “fan friendly” and develop strong customer service relationships. We’ve all had unpleasant customer service experiences and this course will teach you strategies to minimize these occurrences within your own company! To successfully complete this course and earn your .2 CEUS/ 2 CECs, you must complete the online modules, contribute to all discussion posts, complete and submit all assignments and earn 100% on final quiz. Optional Text: Collier, Mack. (2013) *Think Like A Rock Star: How To Create Social Media and Marketing Strategies That Turn Customers Into Fans*. Chapters 7, 8, 9, 10.
Retail Price: \$59.95

[Empowering and Communicating with Your Fans: Social Media Strategy for Healthcare Professionals - 2 W.I.T.S. CEC's/ .2 IACET CEU's](#)

“Empowering and Communicating with Your Fans” is a course designed for social media users who are interested in learning how to maximize their interactions with their customers and “fans”. In this course, you will learn strategies that will allow you to develop an effective overall marketing presence through platforms such as Facebook, Twitter, and other popular social media platforms. In order to successfully complete this course and earn your .2 CEUS/ 2 CECs, you must complete the online modules, contribute to all discussion posts, complete and submit all assignments and earn 100% on final quiz. Optional Text: Collier, Mack. (2013) *Think Like A Rock Star: How To Create Social Media and Marketing Strategies That Turn Customers Into Fans*. Chapters 4, 5, 6.
Retail Price: \$59.95

[Finding Your Customers: Listen, Define, and Think to Increase Your Social Media Presence - 2 W.I.T.S. CEC's/ .2 IACET CEU's](#)

This course will help you increase your social media presence and more importantly, become more “likeable” online. You will learn how to listen online, how to target markets using different social media outlets, and develop more authentic online relationships that will increase business and sales. To successfully complete this course you must complete all of the discussion posts and assignments, score 100% on the quiz and review all

content. Optional text: Kerpen, D. (2012.) *Likeable Social Media*. McGraw Hill. Chapters 1 – 3
Retail Price: \$59.95

[Think Like a Rock Star: Creating Fans with Social Media and Branding for Healthcare Professionals - 2 W.I.T.S. CEC's/ .2 IACET CEU's](#)

“Think Like a Rock Star” is an introductory course in social media marketing. This course is designed to help new users of social media learn and develop strategies that will help them build their brand through observation and interaction with their “fans”. There are over 1 billion people who use Twitter alone – this course will help you learn how to begin to connect your brand to them! In order to successfully complete this course and earn your .2 CEUS/ 2 CECs, you must complete the online modules, contribute to all discussion posts, complete and submit all assignments and earn 100% on each module quiz. Optional textbook: Collier, Mack. (2013) *Think Like A Rock Star: How To Create Social Media and Marketing Strategies That Turn Customers Into Fans*
Retail Price: \$59.95

[Fundamentals of Sport and Exercise Nutrition 6 W.I.T.S. CEC's/ .6 IACET CEU's](#)

This course will help you not only improve your fitness, health and performance, but also help your clients become more successful in meeting their sport-related fitness goals. You will learn the foundational principles of nutrition while applying practical sport-related knowledge. Throughout this online, self-paced course you will evaluate current topics in Sport and Exercise Nutrition and investigate how to best implement sound nutrition-based science into your daily training practices.. Textbook Title: *Fundamentals of Sport and Exercise*
Retail Price: \$110.00

[Insider Secrets of Advertising and Marketing for the Successful Fitness Professional – 6 W.I.T.S. CEC's/ .6 IACET CEU's](#)

Maximize your advertising dollars and ensure your business success by learning the essentials of “scientific advertising” with author Tony Avilez. In this course you will learn the foundational concepts of advertising and how to apply them to your fitness business. Topics include: advertising basics, salesmanship, mail order and print advertising, creating headlines, developing an effective marketing strategy and making yourself and your business stand out above the rest. Exercises will help you apply the lessons learned to your own business and assist you in attracting clients and generating income. Run a test campaign of your advertising and marketing strategy. Textbook Title: *Scientific Advertising*
Retail Price: \$110.00

Business Success for Fitness Professionals – 6 W.I.T.S.

CEC's/ .6 IACET CEU's

Here's your chance to learn how to go from being a great personal trainer to a successful business person! This online interactive video enhanced workshop will provide you with the knowledge and tools needed to increase your customer base and make more money! Specific topics include: Developing your business strategy, establishing your line of products and services, setting prices, promoting and selling your business and developing and maintaining relationships that are key to your success. Textbook Title: 101 Ways to Improve Your Personal Trainer Business – e book included
Retail Price: \$110.00

Running Well – 6 W.I.T.S. CEC's / .6 IACET CEU's

This new revised course combines video, discussion topics, assignments, and text to teach you the most effective running techniques online. You will learn to use the physiology of running to assess and achieve optimal running form. Topics include proper running technique, warm-up and cool down, stretching, foot type analysis and footwear, running surfaces, training program design, core stability, nutritional needs and injury prevention. Textbook Title: Running Well
Retail Price: \$110.00

Pregnancy Fitness – 6 W.I.T.S. CEC's/.6 IACET CEU's

This course combines video, interactive discussions, assignments and text to give you the knowledge and skills you need to train pregnant women safely and effectively. The human body goes through many physiological and emotional changes throughout the 40 weeks of gestation. Trainers need to be aware of these changes and the effect they have in each phase of pregnancy in order to meet the needs of the client during this special time. The lectures will provide you with a foundation of knowledge about pregnancy and the importance of safe and effective exercise. During the practical demonstrations you will see how to apply this knowledge and experience for safely and effectively training pregnant clients. Textbook Title: Motherwell Maternity Fitness Plan
Retail Price: \$110.00

Exercise Program Design for Special Population – 6

W.I.T.S. CEC's/ .6 IACET CEU's

Personal fitness trainers and people interested in improving health and fitness will learn how to design safe and effective exercise programs by learning more about challenges associated with chronic health issues. While it is beyond the scope of practice to diagnose disease, it is important for personal trainers to be familiar with the major health challenges. There are many clients at our fitness facilities who got clearance by their physicians to

exercise, but may be taking prescription drugs for various medical conditions. If you limit yourself to only the young and healthy population, you will be limiting yourself from many great opportunities to help people and also make higher income. Often the more 'mature' clients who are 40-65 years old have much higher discretionary income than the younger clients.

Retail Price: \$110.00

Nutritional Concepts – 6 W.I.T.S. CEC's/ .6 IACET CEU's

As a fitness professional, you should have a foundational knowledge of nutrition and nutritional concepts. This new, updated course introduces you to current nutrition information and practical consumer-oriented knowledge. You will become familiar with the principles of diet planning, government standards, and food labeling and the biological functions and food sources of each nutrient. Textbook Title: Supplemental: Contemporary Nutrition, A Functional Approach, 3rd Edition
Retail Price: \$110.00

Personal Trainer Foundations – 9 W.I.T.S. CEC's/ .9 IACET CEU's

This self-paced, online program is an essential resource for students who want to prepare for their certification exam, as well as current fitness professionals who want to review and refresh their knowledge base. This program includes eight interactive modules that cover all of the core content included in the W.I.T.S. Personal Trainer Certification courses, and much more! You will also have access to all of the video clips. Textbook chapter reviews, and external resources to help you better understand the content and lessons. You will have 24-hour access to this online course and will be able to study and review the materials at your own pace, in your own home, and a time that is convenient for you! Textbook Title: Fitness Professionals Handbook, 6th Edition
Retail Price: \$195.00

Personal Trainer Practical Review - 9 W.I.T.S. CEC's/ .9 IACET CEU's

These online practical labs are a great resource for students who are preparing to take the W.I.T.S. Practical exam. This is a great study tool for anyone trying to learn the essentials of being a personal trainer. Do not attempt any of these drills unless you have been approved for physical activity by a physician. You will be able to view all videos online as well as additional resources included to support you in your studying. You will have 24-hour access to this online course and will be able to study and review the materials at your own pace, in your own home, and a time that is convenient for you! Textbook Title: Fitness Professionals Handbook, 6th Edition
Retail Price: \$195.00

Group Exercise Instructor Foundations 102- 9 W.I.T.S.

CEC's/ .9 IACET CEU's

This new, updated, unique, online CEC program is a self-paced, 9-module, mentored program that will help develop your skills for leading a group. This course includes videos, interactive discussions, quizzes, and external resources to be completed at your own pace. Your mentor will review your responses and provide weekly feedback to enhance your learning beyond any other CEC program. Specific topics covered in this course include group exercise history, music, choreography, safety techniques, as well as basic applied science specifically relating to group exercise cardiovascular, muscular, and flexibility health. Textbook Title: Group Exercise Cardiovascular Fitness: Supplement Reading from Concepts of Physical Fitness: Active Lifestyles for Wellness, 16th ed.
Retail Price: \$195.00

Group Exercise 102 Instructor Practical Review - 9

W.I.T.S. CEC's/ .9 IACET CEU's

This updated, online CEC program is a self-paced, 9-module, mentored program will help develop your skills for leading a group and applying principles of group exercise. The course includes video, demonstrations, interactive discussions, and quizzes to be completed at your own pace. Your online mentor will review your responses and provide weekly feedback to enhance your learning beyond any other CEC program. The principles you will learn in this class can be applied to several class formats, including: functional training, sports conditioning, circuit, boot camp, dance, step, kickboxing, hi-low, aqua, indoor cycling, equipment-based class techniques, yoga and Pilates. Textbook Title: Group Exercise Cardiovascular Fitness: Supplement Reading from Concepts of Physical Fitness: Active Lifestyles for Wellness, 16th ed.
Retail Price: \$195.00

Older Adult Fitness Instructor Foundations - 12 W.I.T.S.

CEC's/ 1.2 IACET CEU's

This class is for health and fitness professionals wanting to gain knowledge, training, and competency to assess fitness levels, design fitness programs and provide motivating exercise instruction for older adults. This course is also a great review and preparation for those interested in taking the Older Adult Fitness Specialist Certification course. Textbook Title: SrFit 2nd Edition
Retail Price: \$195.00

Youth Fitness Instructor Foundations- 9 W.I.T.S. CEC's/ .9 IACET CEU's

This informative course will provide you with a core knowledge foundation in Youth Fitness topics. Since 1980,

obesity prevalence among children and adolescents has almost tripled, according to the CDC. This course will help fitness professionals understand the physical and psychological differences between children and adults and provide them with the tools necessary to design effective and appropriate programs for a growing audience. This course is also a great review and preparation for those interested in taking the Youth Fitness Specialist Certification course. Textbook Title: Youth Strength Training
Retail Price: \$195.00

Youth Fitness Instructor Practical Review- 9 W.I.T.S.

CEC's/ .9 IACET CEU's

This course provides a broad overview of concepts related to the design of fitness programs for youth. Topics include assessing youth fitness levels, parental permission, equipment, and advanced exercises, as well as strategies for training youth and understanding the physical and psychological differences between children and adults. This course is also a great review and preparation for those interested in taking the Youth Fitness Specialist Certification course. Textbook Title: Youth Strength Training
Retail Price: \$195.00