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UNIVERSITY
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Christ at the Center

A Career Head Start: BS in Kinesiology

Making a decision regarding your career isn't simple. What degree offers the best skill set and earning potential? Will the industry I want to work in be around in 30 years? How will artificial intelligence change professional duties? These are all questions a modern student has to weigh... Picking an area of study is both an analytical and emotional choice. With the cost of higher education being a significant investment in your future, you want to ensure you're taking the right path forward.

So, is the world of kinesiology right for you?

In today's health-conscious world, a Bachelor of Science (BS) in Kinesiology offers one of the most versatile and rewarding journeys for students passionate about movement, wellness and human performance. Whether you aspire to work in fitness, rehabilitation, sports science or pursue advanced degrees in healthcare, kinesiology provides a science-rich, hands-on foundation that aligns with the growing industry and world needs. While a BS in Kinesiology stands out among other degree choices for some prospective students, does it make the most sense for you? Discover how and why bachelor-seeking students are turning toward the field of kinesiology – and what your career can look like.

The Career Advantage of a BS in Kinesiology

Not all degrees are created the same, and students and families are becoming more discerning about which degrees provide a strong return on investment for their time and money. No one wants to spend years of hard work and thousands of dollars, only to exit with a diploma and no career prospects. A BS in Kinesiology stands out from the crowd because it leads directly to in-demand, meaningful careers in health, fitness and rehabilitation, without requiring extensive post-graduate study to find employment.

A DEGREE WITH PRACTICAL, MARKETABLE SKILLS:

After graduation, students should hold tangible, real-world skills that enable them to thrive in their field of study. This means a program must balance theory and career-focused practicality – making graduates ready for the workforce on day one.

- Kinesiology students graduate with both scientific knowledge and hands-on experience, making them attractive to employers right away.
- The curriculum blends biology, chemistry, anatomy and exercise science, preparing graduates for diverse health-related roles across multiple sectors of employment.

COMPARISON: KINESIOLOGY VS. OTHER HEALTH-RELATED MAJORS

With kinesiology being a STEM major, it is positioned well to propel students into a future of career demand and job security. However, not all science and health degrees project to the same level of success and opportunity.

- Biology/Psychology majors often require graduate school to be employable in their specialized fields.
- Public Health is a broader and less tailored degree to specific verticals within the health landscape, making their knowledge and toolset less attractive to the needs of some employers.
- Kinesiology directly prepares students for work in **fast-growing industries** that require a particular combination of theoretical acumen and real-world ability.



JOB MARKET GROWTH & SECURITY

Today, there are thousands of college graduates who have trouble finding a job in their field due to issues like oversaturation or shrinking public demand. This creates concerns for unemployment or working a job or in a sector that has no relation to your earned degree. Kinesiology is and continues to project as a space for graduates to join immediately.

- The health and wellness industry is projected to continue to grow **5-10%** annually.
- Exercise physiologists and fitness trainers are expected to **grow by 10+%**, respectively, through 2033.
- This growth outpaces many other industries, including law, education and general business fields.



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MEANINGFUL WORK LEADS TO FULFILLMENT

While a dependable and healthy paycheck is important, many individuals seek a greater purpose from their career. On a yearly average, full-time U.S. workers spend roughly 1,790 hours at their jobs. With so much time dedicated to their careers, the desire for meaningful impact and workplace joy is critical.

- Studies show that professionals who work in health and wellness report high job satisfaction due to the direct impact they have on the lives of others.
- Working in kinesiology allows for flexible career paths, the ability to specialize and the satisfaction of helping others achieve better health.



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Economic Resilience of Kinesiology Careers

One of the most critical factors students consider is whether their future career will remain stable during economic downturns. Kinesiology and related fields are closely tied to healthcare—an industry known for recession resistance and consistent job growth.

HEALTHCARE: A HISTORICALLY STABLE SECTOR

Job security is one of the greatest peace of minds, and with an evolving U.S. and world economy, individuals want to know they will stay employed. Historically, being within the health sector is a sound position for career stability.

- During the 2008 recession, while other industries contracted, **healthcare added over 500,000 jobs**.
- In times of uncertainty, people still must prioritize their health, rehabilitation and wellness.

AGING POPULATION DRIVES DEMAND

People are living longer than ever before, and as lifespans extend well into an individual's 80s and 90s, more specialized care is needed to provide a positive quality of life. This calls for those with a kinesiology background to carry a large portion of the healthcare needs, such as movement conditioning, rehab programs, etc.

- By 2030, **1 in 5 Americans will be over 65 years old**, increasing the need for professionals who can help manage mobility, strength and chronic conditions.
- Older adults seek preventative care, exercise programs and rehabilitation services—all areas where kinesiology graduates thrive.

CORPORATE WELLNESS IS ON THE RISE

The working world has changed from a decade ago. Employees have greater benefits and perks associated with their jobs that before weren't possible. With employers investing in their workforce, health initiatives and resources have risen to the top — as both parties benefit from the additional budgets and programs.

- Employers are investing in employee wellness programs to reduce healthcare costs and improve productivity.
- The corporate wellness market in the U.S. alone is expected to reach **\$146 billion** by 2033.
- Kinesiology graduates are well-positioned for roles in health coaching, ergonomics and program design in corporate settings.

FLEXIBILITY AND ADAPTABILITY

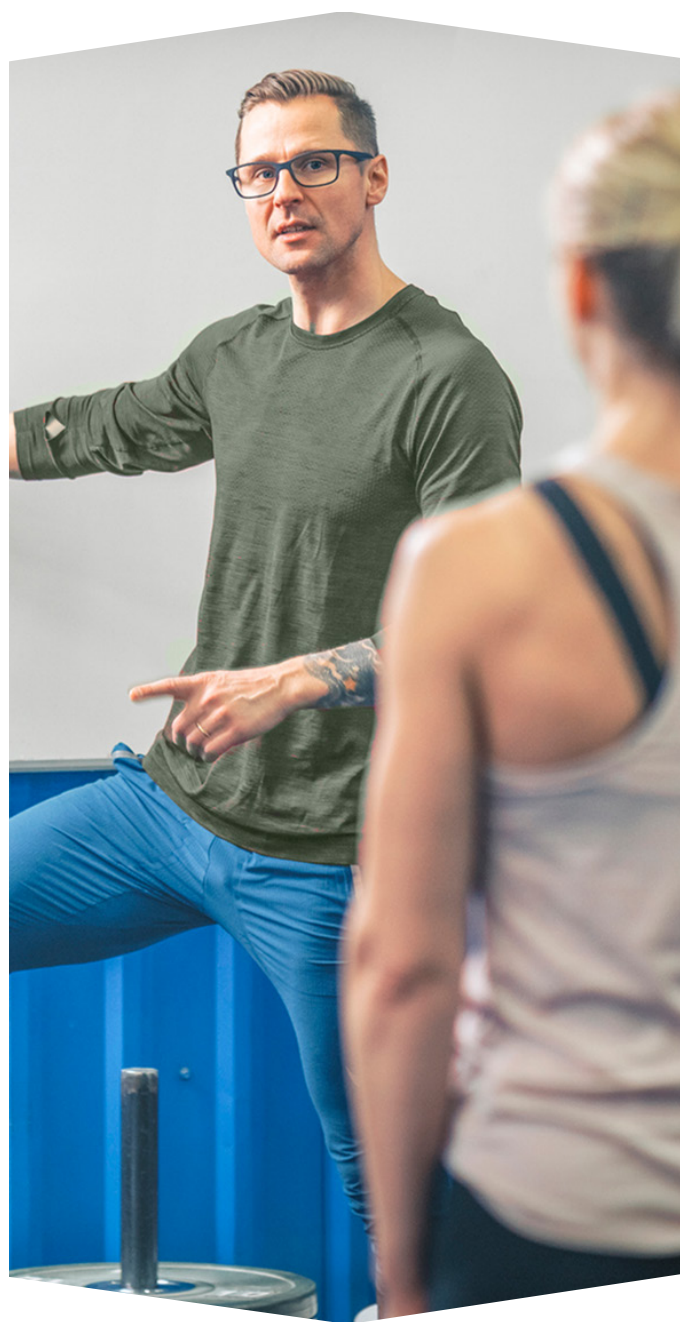
One key attraction to a kinesiology degree is the ability to transition from position to position, setting to setting. With a broad array of skills, individuals with a BS in Kinesiology are well suited to move within the healthcare space as they see fit.

The versatility of kinesiology training allows graduates to pivot:

- From fitness to rehabilitation.
- From clinical roles to education or corporate wellness.
- From in-person to online/remote wellness coaching.

Educational Advancement Opportunities

A BS in Kinesiology is not just a terminal degree—it's a springboard for students who want to specialize, conduct research or pursue advanced healthcare careers. As one of the best baseline health-focused degrees, many kinesiology graduates and working professionals return to school to go into more specialized roles or enhance their earning potential.



GRADUATE-LEVEL SPECIALIZATIONS

Many kinesiology graduates choose to enhance their skills and income potential through master's programs, such as:

- Exercise Science
- Sport Nutrition
- Sports Performance Training
- Strength and Conditioning
- Sports Psychology
- Rehabilitation Science

Specialized certifications can also be pursued, including:

- Certified Strength and Conditioning Specialist (CSCS)
- Corrective Exercise Specialist (CES)
- Certified Clinical Exercise Physiologist (ACSM)

PATHWAY TO HIGH-DEMAND HEALTHCARE FIELDS

As mentioned, a BS in Kinesiology is an excellent preparation pathway for graduate and doctoral degrees. These advanced careers, branching off kinesiology, offer greater opportunities in prestige, income and autonomy.

- Doctor of Physical Therapy (DPT): Physical therapy jobs are **expected to grow** by 15% through 2033, with a median salary of \$97,720.
- Occupational Therapy: Projected **to grow 11%** over the same period, with a median income of \$93,180.
- Chiropractic: With a median salary of \$75,000, and a growth in holistic and non-invasive treatments, chiropractic jobs are anticipated to **grow 10%** through 2033.



PHD AND RESEARCH ROLES

For those with a passion for teaching or research, a PhD in Kinesiology opens doors to several academic and policy-shaping options. Those with a PhD play an essential role in the advancement of the field, creation of best practices, the education of future kinesiology graduates and more. Some specific roles include:

- University Professor
- Clinical Research Scientist
- Policy and Program Director

What You Can Do With a BS in Kinesiology

Graduating with a BS in Kinesiology means entering a broad, opportunity-rich field. Whether you're eager to start working immediately or plan to pursue further education, the options are abundant and financially promising... And don't worry, you're probably going to love what you do. In a [2022 study](#), health and fitness professionals reported strong career satisfaction, citing the ability to help others and flexible work environments as key reasons.

IMMEDIATE CAREER OPTIONS:

1. Exercise Physiologist

- **Role:** Design and implement fitness programs for patients recovering from illness or managing chronic diseases such as heart disease or diabetes. Often work in hospitals, rehabilitation centers/wellness facilities.
- **To see the Salary Range,** [Visit this link.](#)
- **Job Growth:** Expected to grow 10% by 2033—faster than average.

2. Strength and Conditioning Coach

- **Role:** Develop training plans to improve athletic performance for individuals, teams, or schools. Many work in colleges, universities or professional sports, but private practice is also common.
- **To see the Salary Range,** [Visit this link.](#)
- **Bonus:** Many coaches obtain additional certification (e.g., CSCS) for higher pay.

3. Rehabilitation Assistant

- **Role:** Support licensed physical therapists or occupational therapists by helping patients with exercises, monitoring progress and maintaining therapy equipment.
- **Work Environment:** Hospitals, outpatient clinics, nursing homes. This role is expected to grow by 14% through 2032, as generations continue to live longer.
- **To see the Salary Range,** [Visit this link.](#)



4. Personal Trainer or Health Coach

- **Role:** Work with individuals or groups to set fitness goals, create exercise plans and promote healthier lifestyles. Health coaches may also address behavior change, nutrition and stress management.
- To see the Salary Range, [Visit this link.](#)
- **Flexibility:** Many personal trainers work independently or start their own businesses, allowing for entrepreneurial freedom.

5. Corporate Wellness Coordinator

- **Role:** Develop and manage employee health programs to improve wellness and reduce healthcare costs, including fitness challenges, health screenings and stress reduction initiatives.
- To see the Salary Range, [Visit this link.](#)
- **Work Settings:** Corporate offices, insurance providers, wellness vendors, as well as, remote work options.

6. Recreation Director

- **Role:** Plan and oversee community fitness, sports, and wellness programs, managing staff, budgets and events to promote public health.
- To see the Salary Range, [Visit this link.](#)
- **Work Settings:** Parks and recreation departments, community centers, fitness clubs and senior living communities.

7. Ergonomics Specialist

- **Role:** Optimize workplace design to reduce injury and improve productivity, focusing on posture, tools and work processes.
- To see the Salary Range, [Visit this link.](#)
- **Work Settings:** Corporate offices, industrial sites, healthcare and consulting firms.



Why Concordia University Chicago is the Right Choice to Launch Your Future

When pursuing a BS in Kinesiology, the right academic environment can make all the difference. Concordia University Chicago (CUC) offers a personalized, rigorous education that prepares students for both immediate success and long-term career growth in health, fitness and human performance.

A KINESIOLOGY PROGRAM THAT BENEFITS YOU

People are living longer than ever before, and as lifespans extend well into an individual's 80s and 90s, more specialized care is needed to provide a positive quality of life. This calls for those with a kinesiology background to carry a large portion of the healthcare needs, such as movement conditioning, rehab programs, etc.

- » Courses in biomechanics, exercise physiology, motor learning and health promotion equip students with essential, career-focused knowledge.
- » Students gain real-world experience through labs, internships and hands-on projects, ensuring practical readiness for the field.
- » Learn from professors with clinical, research and industry expertise, dedicated to mentoring students.
- » Benefit from one-on-one advising and career planning, helping you navigate both academics and future job opportunities.
- » A campus culture rooted in Lutheran values, emphasizing service, leadership and ethical practice in health and wellness.
- » Competitive tuition makes high-quality education accessible.
- » A range of scholarships and financial aid options tailored to meet individual needs.

GET YOUR HEAD START GOING

The demand for skilled professionals in movement science, health and performance is rapidly growing. With economic resilience, diverse career paths and opportunities for advancement, a BS in Kinesiology offers a future-proof investment in both your career and personal fulfillment.

Concordia University Chicago provides the ideal setting to start this journey—with a strong commitment to academic excellence and student success. Discover how a **[BS in Kinesiology from CUC](#)** can give you a career head start in a dynamic, rewarding field. Apply now!