

# MASTER OF SCIENCE IN KINESIOLOGY (COACHING)

---

**Web Site:** <https://twu.edu/kinesiology/graduate-programs/coaching/>

## Marketable Skills

Defined by the Texas Higher Education Coordinating Board's 60x30 Strategic Plan (<https://reportcenter.highered.texas.gov/agency-publication/miscellaneous/the-cb-60x30-strategic-plan/>) as, "Those skills valued by employers that can be applied in a variety of work settings, including interpersonal, cognitive, and applied skills areas. These skills can be either primary or complementary to a major and are acquired by students through education, including curricular, co-curricular, and extracurricular activities."

- a. Accurately apply pertinent coaching theories to individual, partner, and team sport-related settings.
- b. Effectively enhance athletic performance through psychological assessment and evidence-informed coaching techniques.
- c. Insightfully develop a personal coaching philosophy and establish an effective coaching style.
- d. Develop practice plans and medical emergency plans.