

## NEW MASSAGE THERAPY PROGRAM DOUGLAS J AVEDA INSTITUTE, EAST LANSING, MI

The Massage Therapy program is now available at the East Lansing, MI institute. The catalog is amended to read:

### Massage Therapy Program

**Only available at the Ann Arbor, MI and East Lansing, MI locations**

The Massage Therapy program is a 625-hour comprehensive program that incorporates wellness concepts and relative subjects of massage body work in this comprehensive curriculum; featuring all Aveda massage techniques, a balanced study of anatomy, physiology, pathology, aromaology, spa treatments and body movement techniques adds depth to the massage techniques you'll use to address the individual needs of your guests. After completing course requirements, these technical concepts along with professional business building skills provide a well-rounded education in preparation for entry-level careers in the salon/spa industry.

### Career Opportunities

- Massage and body-work specialist
- Spa and/or health club therapist
- Spa manager
- Spa owner
- Private practice
- Chiropractic and physical therapy clinic
- Sports massage

### Objectives

- Project a professional and positive attitude, with a sense of personal integrity and self-confidence.
- Develop and practice effective communication skill to interact with colleagues, supervisors, and guests.
- Respect the need to deliver excellent service for the value received in an employment environment.
- Perform the basic technical skills in the areas of massage, aromaology, spa treatments, and body movement.
- Develop consultation skills to make the proper recommendations for the guests' needs.

Note: Douglas J Aveda Institute (the Institute) as written in this document refers to the following locations, unless otherwise stated  
Douglas J Aveda Institute Michigan Locations – Ann Arbor, East Lansing, Grand Rapids, Royal Oak  
Douglas J Aveda Institute Tennessee Location – Knoxville  
Douglas J Aveda Institute Chicago

## Method of Instruction

The Massage Therapy curriculum is taught from Tappan's Handbook of Healing Massage Techniques, Essentials of Human Anatomy and Physiology, Trail Guide to the Body as well as the Aveda technical and theoretical curriculum. Douglas J Aveda Institute prides itself on a method of instruction that is based on 4MAT™ teaching methodology. 4MAT™ is a progressive learning cycle that engages all learning styles. All topics will encompass theory, demonstration, hands-on workshops, and activities.

## Units of Instruction

Introduction and Gamma

## Grading Scale

80% - 100% Satisfactory

0% - 79% Not Satisfactory

## Academic Requirements

Program course work is as follows:

- Practical Assessments
- Knowledge Assessments
- Final Written Examinations
- Projects
- Program Written Examination

## Curriculum Requirements

The State of Michigan 625 clock-hour Massage Therapy curriculum is broken down below:

- 200 hours of massage body work assessment.
- 125 hours of body systems anatomy, physiology, kinesiology.
- 40 hours of pathology.
- 10 hours of business, professional practice, ethics (6 hours minimum in ethics).
- 125 hours performing massage therapy services in a student clinic that is supervised by a licensed massage therapist.
- 125 hours unassigned.