MASSAGE THERAPY - HYBRID

PROGRAM DESCRIPTION

The Massage Therapy program provides a study of human anatomy, pathology, physiology, kinesiology, muscle anatomy, and cell function. It comprises the fundamentals of Swedish massage, chair massage, hydrotherapy, reflexology, Aromaology, deep tissue, and trigger point therapy. Under the supervision of licensed Massage Therapists' instructors, students will practice and perform pregnancy, geriatric or chronic illness, and sports techniques and learn to apply hot stone, lymphatic drainage, and neuromuscular techniques.

PROGRAM OBJECTIVES

This program aims to prepare students to pass the national licensure examination in Massage Therapy and become licensed massage therapists in the State of Wisconsin. Upon completion, students will possess knowledge of Aveda products and spa practices Their program includes resume writing, interviewing, and job search skills to equip them with the tools necessary to pursue employment as massage therapists.

INSTRUCTIONAL METHODS

The Institute is committed to providing quality education utilizing a method of instruction that engages all learning styles. Instructional methods include, but are not limited to, theory and lecture, hands-on workshops, clinic floor practice, audio/video presentations and instruction, online research, textbooks, exams and assignments, technical evaluations, salon and spa tours, and visiting guest educators.

Students will receive a school email address and access to Microsoft Office cloud-based software, including Outlook, Teams, Word, Excel and Power Point. Students will need internet access and video capacity in order to participate in Distance Education. Online classes will be held on Microsoft Teams.

PERFORMANCE STANDARDS

- *Productivity – Producing and achieving high academic and industry-aligned results.*
- *Professionalism – A commitment to act and speak with respect, honesty, and integrity towards others as a student and service provider.*
- *Positivity – The practice and/or approach of being positive or optimistic in attitude.*



Pictured Above: Massage Therapy clinic floor at The Aveda Institute of Beauty and Wellness Milwaukee

STUDENT RESPONSIBILITIES

Students are responsible for their learning, productivity, and academic achievement. Students are responsible for maintaining Satisfactory Academic Progress (SAP):

- *achieve a 90% or higher attendance percentage to graduate.*
- *achieve 80% or a higher grade-point average percentage to graduate.*

Students are responsible for reading The Institute of Beauty and Wellness course catalog standards, policies, and procedures.

REV.3/11/2026

MASSAGE THERAPY - HYBRID

750 HYBRID COURSE HOURS**
375 HRS Distance Learning + 375 On-Campus

3-DAY (37 WEEKS)*
Mon.-Wed. 8:30am-4pm
*Madison Campus
**Hybrid

THEORY/PRACTICAL HOURS BY SUBJECT	THEORY/ PRACTIAL HOURS	DISTANCE EDUCATION HOURS**	ON-CAMPUS INSTRUCTION**
Anatomy, Physiology, Pathology, Kinesiology	275	275	0
Business, laws and ethics (including resumes, interviewing, and job search skills)	60	60	0
Massage Therapy and Body Work, Theory, Technique and Practice	320	23	297
Student Clinics	70	0	70
Adult CPR & Standard First Aid	8	0	8
Additional Massage Therapy & Body Work Coursework	7	7	0
State Law & Jurisprudence	10	10	0
THEORY VS. PRACTICAL	750 HRS	375 HRS	375 HRS
TOTAL COURSE HOURS	750 HRS	750 HRS	

NOTE: The Massage Therapy program of the Institute of Beauty and Wellness is approved by the State of Wisconsin Educational Approval Program to be offered and taught at The Aveda Institute of Beauty and Wellness Madison, a teaching location of the Institute of Beauty and Wellness. As both locations are owned by Susan Haise, the Massage Therapy program, including curriculum and graduation requirements, are identical at both locations.

***Periodically, the Institute will run a Massage Therapy Hybrid program utilizing distance education. Distance education allows students to complete a portion of the theory coursework online while maintaining the program's standards. However, all practical hours, including hands-on training and skill assessments, will be conducted on-site at our campus. This ensures that students receive the necessary in-person guidance and experience to develop their massage therapy skills effectively. Please connect with admissions for start dates for hybrid programs.*

GRADING PROCEDURES

For academic work, students must meet at least 80 percent grade point average to be in good standing and as a condition of graduation. Final written and practical tests must be 80 percent or better. All other assignments and tests' percentages and scales are as follows:

GRADING BREAKDOWN	
Chapter Tests	25%
Student Projects	25%
Mock State Board & Written Exam	25%
Technical Evaluations	25%
Overall	**100%**

GRADING SCALE	
Honor Roll	98-100%
Very Good	94-97%
Good	87-93%
Satisfactory	80-86%
Unsatisfactory	79%-Below

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