MASSAGE THERAPY

PROGRAM DESCRIPTION - 750 HOURS

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.

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.*

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.



Pictured Above: Massage Therapy Classroom at The Aveda Institute of Beauty and Wellness Milwaukee Campus

REV. 3/11/2026

MASSAGE THERAPY

750 COURSE HOURS

DAY (PART-TIME, 27 WEEKS)*
Mon.-Thurs. 8:30am-4pm
*Milwaukee Campus

EVENING (PART-TIME, 38 WEEKS)
Mon.-Thurs. 4:30pm-9:30pm

THEORY/PRACTICAL HOURS BY SUBJECT	THEORY/PRACTIAL HOURS
Anatomy, Physiology, Pathology, Kinesiology	275
Business, laws and ethics (including resumes, interviewing, and job search skills)	60
Massage therapy and body work, theory, technique, and practice, including supervised hands on	320
Student Clinics	70
Adult CPR & Standard First Aid	8
Additional Massage Therapy & Body Work Coursework	7
State Law & Jurisprudence	10
THEORY VS. PRACTICAL	750 HRS
TOTAL COURSE HOURS	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.

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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Pictured Above: Massage Therapy Clinic Floor at The Aveda Institute of Beauty and Wellness Milwaukee Campus

REV. 3/11/2026

MASSAGE THERAPY

600 COURSE HOURS

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Mon.-Thurs. 8:30am-4pm
*Milwaukee Campus

EVENING (PART-TIME, 38 WEEKS)
Mon.-Thurs. 4:30pm-9:30pm

THEORY/PRACTICAL HOURS BY SUBJECT	THEORY/PRACTIAL HOURS
Anatomy, Physiology, Pathology, Kinesiology	168
Business, laws and ethics, which includes laws of the state and rules of the board. (including resumes, interviewing, and job search skills)	56
Massage therapy and body work, theory, technique, and practice, including supervised hands on	301
Student Clinics	70
Adult CPR & Standard First Aid	5
THEORY VS. PRACTICAL	600 HRS
TOTAL COURSE HOURS	600 HRS

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