

**INSTITUTE FOR INTEGRATIVE NUTRITION  
UNOFFICIAL TRANSCRIPT**

**STUDENT INFORMATION**

**NAME:** Allison Doughty Marquesen

**COURSE:** Health Coach Training Program

**DATE OF BIRTH:** 2/16/1980

**COURSE START DATE:** May 2012

**ADDRESS:** 2812 Xerxes Ave S. #102  
Minneapolis, MN 55416

**COURSE STATUS:** Graduated Successfully

**HOME PHONE:**

**GRADUATION DATE:** April 2013

**EMAIL ADDRESS:** agdoughty@gmail.com

**ACADEMIC RECORD**

**TESTING:**

TITLE	SCORE	PASS/FAIL
First Quarter Exam	90	PASS
Second Quarter Exam	93	PASS
Third Quarter Exam	93	PASS
Final Quarter Exam	97	PASS

<b>HEALTH HISTORIES</b>	6
<b>PRIVATE HEALTH COACHING SESSIONS</b>	6

**CURRICULUM:**

IIN-050 FUNDAMENTALS/WARM UP – 69 clock hours

This course will introduce the student to core IIN philosophies.

IIN-100 INTRODUCTION TO NUTRITION – 121 clock hours

This course will explain the general IIN philosophy and program design. Students will learn the objectives, assessment and how to successfully complete the program. Student will be introduced to basic nutrition and the IIN approach to understanding nutrition's role in human well-being.

IIN-200 POLITICS OF FOOD – 87 clock hours

This course will introduce students to food elements, food politics and food policy.

IIN-300 DIETARY THEORIES – 66 clock hours

This course will teach students dietary theories and trends.

IIN-400 COUNSELING – 68 clock hours

This course will teach students Expanding Health and Nutrition Information, Dietary Theories, Primary foods, and Counseling Skills.

IIN-500 HEALTH AND NUTRITION – 75 clock hours

This course will teach students additional Expanding Health and Nutrition Information, Dietary Theories, Primary foods, and Counseling Skills.

IIN-600 BLOOD AND NUTRITION – 62 clock hours

This course will teach students additional Expanding Health and Nutrition Information, Dietary Theories, Primary foods, and Counseling Skills.

IIN-700 FARMING AND PREVENTATIVE CARE – 68 clock hours

This course will teach students additional Expanding Health and Nutrition Information, Dietary Theories, Primary foods, and Counseling Skills.

IIN-800 PRIMARY FOODS – 65 clock hours

This course will teach students additional Expanding Health and Nutrition Information, Dietary Theories, Primary foods, and Counseling Skills.

IIN-900 INTEGRATIVE NUTRITION – 64 clock hours

Integrating various prior topics and expanding on health and wellness primary foods, and counseling skills.

IIN-1000 CREATING A SUCCESSFUL CAREER – 16 clock hours

Integrating various prior topics and expanding on health and wellness primary foods, and counseling skills.

STUDENT COPY

Date: 9/19/2019

\*This transcript is not valid without a signature



**NATIONAL COLLEGE CREDIT RECOMMENDATION SERVICE**  
University of the State of New York - Regents Research Fund

**HEALTH COACH TRAINING PROGRAM (HCTP)**

**LOCATION:** Various, distance learning format

**LENGTH:** 360 hours lecture, plus 400 hours applied lab (40 weeks)

**DATES:** 2007 – Present

**OBJECTIVES:** Students will be able to analyze health histories, determine life and health goals, design action plans to achieve life and health goals, assess progress in goal achievement, create practical applications of health and wellness concepts, teach key Integrative Nutrition concepts such as primary food, secondary food, crowding out, mind-body connection, life balance and bio-individuality, and facilitate improvement in quality of life.

**INSTRUCTION:** This course is delivered in an instructor monitored, 40 module distance learning format and consists of study guides, required texts, supplemental reading, essay assignments, quizzes, homework, observation, on-the-job practice, required interaction with an instructor, and 24 hour access to on-line support as needed. Topics include health and wellness, various nutrition and diet theories (Ayurveda, Atkins, Macrobiotics, Veganism, etc.), communication skills, contemporary health issues, coaching, marketing, active listening, creating a vision and mission, sales cycle, and the relationship between nutrition and government, etc.

**CREDIT RECOMMENDATION** (In the lower division associate/baccalaureate degree category):

- 6 semester hours in Health and Nutrition
- 3 semester hours in Wellness
- 1 semester hour in Wellness Practicum
- 3 semester hours in Contemporary Health Issues
- 6 semester hours in Wellness Coaching
- 3 semester hours in Small Business Management
- 3 semester hours in Interpersonal Communication
- 4 semester hours in Coaching and Interviewing Practicum

\*This credit recommendation is based on an evaluation by the New York State Board of Regents National College Credit Recommendation Service (formerly National PONSIS) – [www.nationalccrs.org](http://www.nationalccrs.org). To verify the recommended credit indicated above, and read a description of the learning experience(s), consult the National CCRS Directory of college credit recommendations, CCRS Online, at <http://www.nationalccrs.org/ccr/>.

**INSTITUTE FOR INTEGRATIVE NUTRITION  
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**STUDENT INFORMATION**

**NAME:** Allison Doughty Marquesen

**COURSE:** Immersion Program

**DATE OF BIRTH:** 2/16/1980

**COURSE START DATE:** July 2013

**ADDRESS:** 2812 Xerxes Ave S. #102  
Minneapolis, MN 55416

**COURSE STATUS:** Graduated

**HOME PHONE:**

**GRADUATION DATE:** January 2014

**EMAIL ADDRESS:** agdoughty@gmail.com

**ACADEMIC RECORD**

**TESTING:**

TITLE	SCORE	PASS/FAIL
First Quarter Exam	74	PASS
Second Quarter Exam	95	PASS
Third Quarter Exam	78	PASS

**CURRICULUM:**

**MARKETING 201: Personal Selling**

Process of implementing the promotion plans and sales program components of the promotion mix, while observing the prime directive to exceed client expectations. Personal selling leads the Health Coach towards addressing and providing distinct advantages for clients. Includes principles underlying the sales process and practical application of these principles to selling situations. Examines role of selling Health Coach services as part of a larger marketing process. Determining target market, effective social networking, building a contact list, creation of sales and marketing action plan.

**COACHING 250: Intermediate Application of Health Coaching**

Course continues a coaching approach to Nutrition, Health and Wellness, teaching additional skills and practices needed for working as a Health Coach. Students learn how to listen deeply, ask masterful or "high mileage" questions, create awareness, design actions, set goals, manage progress, and provide accountability—all at a mind, body, energy, spiritual level. Issues and challenges specific to health coaching are covered. How to deepen each coaching session through relationship exploration. Application of quantum coaching methods.

**MARKETING 202: Sales and Promotion**

This course is a workshop in which students design and prepare a sales and promotion package. Thorough exploration of the process of crafting a marketing and sales promotion approach carefully targeted and positioned to reach the goal of generating sales. How to communicate with target market, effective branding, recognizing the sales cycle, generating leads and closing on the web.

**COACHING 251: Coaching the Complex Client**

Field education is an integral and vital part of the health coach curriculum. Application and refining of values, knowledge, and skills under the guidance of experienced Health Coaches. Individual coaching experiences are examined within the context of the knowledge, values, and skills of the Health Coach. Insider's view of core coaching techniques and approaches, as well as opportunities for Health Coaches to understand the complex role client diversity plays in their work. Assessing the client's readiness for change.

**MARKETING 203: Social Media Marketing**

Social media represents one of the most significant changes in consumer behavior in history, resulting in fundamental shifts in the way marketers communicate and interact with consumers. Practical knowledge and insights required to establish objectives and strategies, properly select the social media platforms to engage consumers, and monitor and measure the results of these efforts. How to manage a successful social media presence for your practice and techniques for gaining client appreciation for your practice. Tips to avoid common webinar marketing mistakes. How to write effective blog posts.

**COACHING 252: Advanced Coaching Skills**

This course is designed to stretch, challenge and build on students' coaching and facilitation skills while equipping them with advanced knowledge and the tools required to prosper as a Health Coach. Students learn through interaction and direct practical experience. In addition, participants receive advanced training in the multiple yet often simultaneous roles of the Health Coach. Designed as a capstone to the Immersion program, this class aims to ensure that all students leave the Immersion program with advanced coaching and facilitation skills.

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**NATIONAL COLLEGE CREDIT RECOMMENDATION SERVICE**  
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**IMMERSION PROGRAM**

**LOCATION:** Various, distance learning format

**LENGTH:** 177 hours, plus 130 applied lab hours (36 weeks)

**DATES:** 2007 – Present

**OBJECTIVES:** Students will be able to tailor marketing materials to attract clients in a target market, grow contact list in excess of 500 clients, and market tele-classes and group programs, write a business plan and develop a plan for a coaching business, deepen coaching skills by establishing trust and intimacy with clients, participate in active listening and direct communication, engage clients in planning and goal setting, manage clients' progress, utilize self-assessment and positive thinking strategies to identify and move through personal and professional obstacles and challenges.

**INSTRUCTION:** Pre-requisite: Students must have successfully completed the Health Coach Training Program prior to enrolling in the Immersion Program. This course is delivered in an instructor monitored, module, distance learning format with three examinations and collaborative relationships with health coaches using exercises, supplemental materials, and group discussions. Topics include personal selling, intermediate application of health coaching and marketing promotion.

**CREDIT RECOMMENDATION** (In the upper division baccalaureate degree category):

- 3 semester hours in Professional Selling or Sales
- 3 semester hours in Market Communication
- 3 semester hours in Coaching
- 2 semester hours in Marketing Practicum

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