

## MEETING AND EVENT MANAGEMENT

The Meeting and Event Management program focuses on the planner's practical "need to know" tools and skills. Participant's may choose individual courses that meet their needs and interests or complete four core courses, three areas of specialization classes, and a practicum to earn the Certificate of Specialization.

Learn from well-known experienced industry professionals who are eager to share the practical "need to know" tools and skills essential to every successful meeting and event planner. Attain a solid understanding of the myriad details and behind-the-scenes considerations needed to assure your meeting or event is the success you and your clients hoped for.

Convenient online and weekend classes are designed to provide a dynamic learning experience with extensive interaction between students and instructors-through case studies, real-life examples, group work and hands-on activities. Special features include "behind the scenes" visits to hotel meeting facilities and development of a hands-on project.

### CERTIFICATE OF ACHIEVEMENT

#### Program Outcome

The outcome for the certificate of specialization is to prepare students for entry-level employment within the hotel industry in front office, human resources, sales and marketing careers.

#### Required Courses

Course			Units
Principles Event/Meeting Mgmt	HTT	A265	(1.5)
Organize/Manage Events & Meetings	HTT	A266	(1.5)
Managing Business Risks	HTT	A267	(1.5)
Meeting/Event Marketing & Sales	HTT	A270	(1.5)
Leadership Development	HTT	A281	(2.0)
Supervisory Skill Development	HTT	A282	(1.5)

**Subtotal: (9.5)**

#### Select three specialization courses (5 units) from the following:

Corporate Meetings & Events	HTT	A271	(1)
Meeting & Conference Practices	HTT	A272	(1)
Sport Event Management	HTT	A273	(1)
Establish & Operate Event Business	HTT	A274	(1)
Event Fund-Raising/Sponsorship	HTT	A275	(1)
Expo & Trade Show Management	HTT	A276	(1)
Wedding Planning as a Business	HTT	A277	(1)
Catering Design/Management	HTT	A278	(1.5)
Incentive Travel	HTT	A268	(1)
Destination Management	HTT	A269	(1)

**(14.5)**

#### Take this course after completion of twelve (12) units:

Internship	HTT	A116	(3)
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**Total: (17.5)**

#### Suggested electives:

Current Issues	HTT	A199	(.5-1.5)
Elementary Spanish 1	SPAN	A180	(5)
Interpersonal Communication	CMST	A100	(3)

## SPA MANAGEMENT

The popularity of spas in the U.S. has increased dramatically over the past few years and shows no signs of slowing. According to a recent international Spa Association study, the spa industry generated over \$9.7 billion in revenue in 2005. Each year, more spas are being opened across the country creating new jobs for spa professionals.

Orange Coast College is one of the first community college's to offer Spa Management certification. The greater Orange County area is thriving with spas and our program is in a unique position to provide students access to numerous world-class resorts and spas – right in our own back yard.

Coursework in the program provides comprehensive business education and industry input to create a well-rounded educational experience for career success in the Spa market. You will acquire business and management strategies, desirable skills for successful day-to-day operations, combined with long-range strategies necessary for growth and profitability.

With increasing integration of spas in the hotel, resort, medical, healthcare, and tourism industries, spa management professionals are in demand. Our graduates will have the knowledge and skills needed to become leaders in the spa industry.

To earn a certificate, complete the required courses with a minimum grade of "C." At least 50% of all coursework must be completed at Orange Coast College.

### CERTIFICATE OF ACHIEVEMENT

#### Program Outcome

The outcome of this certificate of achievement is to prepare students for entry level employment as a supervisor, manager, director or owner in the spa industry.

#### Required Courses

Course			Units
Intro to Spa & Hospitality Operations	HTT	A160	(1.5)
Spa Industry Services & Treatments	HTT	A165	(1.5)
Spa Industry Finance	HTT	A170	(1.5)
Spa Marketing & Retailing	HTT	A175	(1.5)
EvLeadership Development	HTT	A281	(2)
Supervisory Skill Development	HTT	A282	(1.5)

**Subtotal: (9.5)**

#### Choose at least five (5) units from the following:

Computing for HTT	HTT	A134	(1.5)
Taking Off in Travel	HTT	A150	(1.5)
Corporate Travel	HTT	A152	(1.5)
Cruise Industry	HTT	A154	(1)
Current Issues	HTT	A199	(.5-1.5)
Managing Business Risks	HTT	A267	(1.5)
Incentive Travel	HTT	A268	(1)

**(14.5)**

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**Choose at least six (6) units from the following:**

Managing Business Risks	HTT	A267	(1.5)
Hotel Operations	HTT	A285	(3)
Taking Off in Travel	HTT	A150	(1.5)
Corporate Travel	HTT	A152	(1.5)
Cruise Industry	HTT	A154	(1)
Enhancing Guest Services	HTT	A180	(3)
E-Marketing & Sales	HTT	A240	(3)
Incentive Travel	HTT	A268	(1)
Event/Meeting & Spa Practicum	HTT	A280	(3)
Hospitality, Travel & Tourism	HTT	A286	(3)
Human Resource Management	HTT	A288	(3)

**(20.5)**

*This course is to be completed after successful completion of required courses and 5 electives*

Internship	HTT	A116	(3)
<b>Total:</b>			<b>23.5</b>

**Suggested electives:**

Current Issues	HTT	A199	(.5-1.5)
Elementary Spanish 1	SPAN	A180	(5)
Interpersonal Communication	CMST	A100	(3)

## TRAVEL AND TOURISM

Orange Coast College's Travel and Tourism program prepares individuals for one of the world's fastest growing and most gratifying industries. Students will be exposed to career possibilities in most segments of the travel industry: Tour Operators, Hotels, Cruising, Airline's, Destination Management Organizer, Event Planning, Theme Parks, Car Rentals, Airport Operations, Travel Agencies, Visitor & Convention Bureaus, Corporate Travel Consultant and other related companies. Job advancement in the field often comes quickly and the business lends itself to entrepreneurs, home-based workers, and career changes.

With additional coursework, students can prepare for a Bachelor's Degree in this field. For more departmental information, call (714) 432-5835 x6 or visit the School of Hospitality website at <http://www.orangecoastcollege.edu>.

At least 50% of all coursework must be completed at Orange Coast College. To earn an Associate in Science Degree, complete the certificate identified below and the General Education Requirement outlined in the Orange Coast College catalog.

**CORE CURRICULUM**

Course	Units		
Destination United States	HTT	A122	(1.5)
Cultural Awareness & Etiquette	HTT	A132	(1.5)
Computing Hospitality/ Travel/Tourism	HTT	A134	(1.5)
Homeland Security	HTT	A135	(2)
Taking Off in Travel	HTT	A150	(1.5)
Enhancing Guest Service	HTT	A180	(3)
E-Marketing & Sales	HTT	A240	(3)
Destination Management	HTT	A269	(1)
Supervisory Skill Development	HTT	A282	(1.5)
Hospitality, Travel, & Tourism Law	HTT	A286	(3)

**And one of the following:**

Computer Reservation Systems - APOLLO	HTT	A129	(2.5)
Computer Reservation Systems - SABRE	HTT	A131	(2.5)
<b>Total:</b>			<b>(22)</b>

**Suggested electives:**

Current Issues	HTT	A199	(.5-1.5)
Elementary Spanish 1	SPAN	A180	(5)
Interpersonal Communication	CMST	A100	(3)

## CRUISE SPECIALIST

Earn great commissions by booking cruises, one of the fastest growing segments of the travel industry. Learn the basics of the cruise product, cruise classifications, destinations, types of cruises, print resources and non-automated reservations procedures. Identify your "clients" needs and preferences, learn the variables that are available in cruising and select and book the right cruise for any given client.

**Program Outcome**

The outcome of this certificate of achievement is to prepare students for entry-level employment with airlines, hotels, tour operators, travel agencies, cruise lines, adventure companies, receptive operators, or convention bureaus.

**CERTIFICATE OF ACHIEVEMENT**

**Required Courses**

<b>Course</b>			<b>Units</b>
Core Curriculum			(22)
Destination Geography (additional 3 units)	HTT	A123-A128	(3)
Internship 1	HTT	A116	(3)
Travel & Tourism Workshop*	HTT	A151	(3)
Selling Vacation Package & Tours	HTT	A153	(1.5)
Cruise Industry	HTT	A154	(1)
Tour Escorting & Management	HTT	A155	(1.5)
Spa Industry Services/Treatments	HTT	A165	(1.5)
Incentive Travel	HTT	A268	(1)
<b>Total:</b>			<b>(37.5)</b>

*\*One-unit course must be taken three times concurrently with HTT A153, A154 and A155.*

## TOUR ESCORTING AND MANAGEMENT

This program is designed to assist the travel professional, in becoming a small group tour leader. Determine if you have the skills, knowledge, abilities, and traits you need to be an effective tour leader. Study tour leader roles and responsibilities. Learn conflict-resolution skills and prepare to manage a tour group. See how to polish your resume and market yourself to find a tour leader position with the industry and become a "Leader of the Pack."