

## 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 SPECIALIZATION

#### 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, and certificate of specialization for meeting & event careers and to prepare students for the Associate in Science Degree.

#### 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 (3 units) from the following:

Incentive Travel	HTT	A268	(1)
Destination Management	HTT	A269	(1)
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)

**(3)**

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

Internship	HTT	A116	(3)
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**Total: (15.5)**

## 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
Computing Hospitality/ Travel/Tourism	HTT	A134	(1.5)
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)
Enhancing Guest Service	HTT	A180	(3)
Event/Meeting & Spa Practicum	HTT	A280	(3)
Supervisory Skill Development	HTT	A282	(1.5)
Human Resource Management	HTT	A288	(3)

**Subtotal: (18)**

#### Choose nine (9) units from the following:

Taking Off in Travel	HTT	A150	(1.5)
Corporate Travel	HTT	A152	(1.5)
Cruise Industry	HTT	A154	(1)
E-Marketing & Sales	HTT	A240	(3)
Managing Business Risks	HTT	A267	(1.5)
Incentive Travel	HTT	A268	(1)
Leadership Development	HTT	A281	(2)
Hotel Operations	HTT	A285	(3)
Hospitality, Travel & Tourism	HTT	A286	(3)

**(9)**

**Total: 27**