

SALES AND MARKETING SPECIALIST, CERTIFICATE OF ACHIEVEMENT

Banner Code: 1_CT_HMME
Financial Aid Eligible

Develop essential skills necessary for advancement or employment within a sales or marketing role in the hospitality, event, or meeting management industries.

Program Outcome

The outcome for the certificate of achievement is to prepare students for employment within the hospitality, travel, or tourism industries in a sales or marketing capacity.

Review Graduation Requirements (<https://catalog.cccd.edu/orange-coast/graduation-requirements/certificates/#achievementtext>).

Course	Title	Units
Required Courses		
HTT A105	Passport to Success	3
HTT A130	Cultural Tourism	3
HTT A138	Sharing the Travel Experience	3
HTT A150	Travel and Tourism Career Development	3
HTT A157	Tour Escorting and Group Travel	3
HTT A180	Enhancing Guest Service	3
HTT A185	Interviewing and Professional Development	3
HTT A227	Hotel Internship	4
HTT A240	Hospitality and Tourism Marketing	3
HTT A265	Principles of Event and Meeting Management	1.5
HTT A266	Organize and Manage Events and Meetings	1.5
HTT A284	Leadership and Strategic Management	3
HTT A285	Hospitality Operations	3
Total Units		37

Sales and Marketing Specialist Suggested Electives:

CMST A100 Interpersonal Communication
HTT A199 Current Issues in Hospitality, Travel and Tourism
HTT A299 Certified Travel Associate
SPAN A180 Elementary Spanish 1

Program Sequence

These sequences at Orange Coast College are curriculum maps for students to finish all requirements for the certificate. There may be advisories, prerequisites, or time requirements that students need to consider before following these maps. **Students are advised to meet with an Orange Coast College Counselor for alternate sequencing.**

Some courses in this program may be offered once per academic year.

Course	Title	Units
Year 1		
Semester 1		
HTT A130	Cultural Tourism	3
HTT A150	Travel and Tourism Career Development	3
HTT A180	Enhancing Guest Service	3
HTT A284	Leadership and Strategic Management	3
Units		12
Semester 2		
HTT A105	Passport to Success	3
HTT A157	Tour Escorting and Group Travel	3
HTT A185	Interviewing and Professional Development	3
HTT A285	Hospitality Operations	3
Units		12
Year 2		
Semester 1		
HTT A138	Sharing the Travel Experience	3
HTT A227	Hotel Internship	4
HTT A240	Hospitality and Tourism Marketing	3
HTT A265	Principles of Event and Meeting Management	1.5
HTT A266	Organize and Manage Events and Meetings	1.5
Units		13
Total Units		37