

SALES AND MARKETING SPECIALIST, ASSOCIATE IN SCIENCE DEGREE

Banner Code: 1_AS_HMME

Control Number: 10278

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.

Complete the Sales and Marketing Specialist Certificate of Achievement and the Associate in Science graduation requirements as outlined in the Graduation Requirements section of the catalog.

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/associate-degree/>) and General Education (<https://catalog.cccd.edu/orange-coast/general-education-patterns/>).

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

Requirement	Units
Program Major Units	37
AS General Education Option 1, 2, or 3	Varies
Transferable electives to satisfy unit requirement	Varies
Total Minimum Degree Units	60

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 general course curriculum maps for students to finish all major and general education requirements for two-year completion of degrees, and/or fulfillment of transfer requirements. The course sequence may include course prerequisites and other placement requirements. **Students are advised to meet with an Orange Coast College Counselor to review course selections and sequences to ensure that completion of this program will meet a student's transfer and career goals.**

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
OCC AS GE AREA A1 - CHOOSE ONE		3
Units		15
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
OCC AS GE AREA C1 - CHOOSE ONE		3
Units		15
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
OCC AS GE AREA B - CHOOSE ONE		3-4
Units		16-17
Semester 2		
OCC AS GE AREA A2 - CHOOSE ONE ¹		3-4
OCC AS GE AREA C2 - CHOOSE ONE		3
OCC AS GE AREA D - CHOOSE ONE		3
Select one of the following or satisfy Math competency (completion of High School Algebra 2 with a "C" or better):		3-4
MATH A030	Intermediate Algebra ²	
or MATH A045	or Combined Elementary and Intermediate Algebra	
ELECTIVE (DEGREE APPLICABLE) ³		2
Units		14-16
Total Units		60-63

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¹ OCC AS GE AREA A2 - Required if 100-level MATH will not be taken to meet Math competency. If MATH A100 or higher will be taken, then needs to take 3-4 degree applicable elective units

² Math A030 or higher OR take 3-4 degree applicable elective units if math competency was met through completion of High School Algebra 2 with a "C" or better; *100-level Math courses satisfy AS Math Requirement and OCC AS GE AREA A2

³ VARIES TO REACH MINIMUM 60 DEGREE APPLICABLE UNITS