

# SALES AND MARKETING SPECIALIST, CERTIFICATE OF ACHIEVEMENT

Financial Aid Eligible

Banner Code: 1\_CT\_HMME

Control Number: 18203

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

## Program Outcome

1. 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.

## Certificate of Achievement Requirements

The Certificate of Achievement is a state-approved career program that requires a minimum of eight units and is designed to prepare the graduate to enter a particular field of employment. In order to be awarded a certificate, students are required to obtain a grade of "C" or better in all program-required courses. Grades of "CR" or "P" will be accepted whereas "CR" or "P" meets the equivalency of a "C" or better. At least 3 units in an advanced course from the certificate must be completed at OCC at the department's discretion. Certificates of Achievement are not automatically awarded. A petition must be filed in Enrollment Services or online at the beginning of the semester in which the student will be completing their final requirements. The petitioning periods are listed in the Graduation Requirements (<https://catalog.cccd.edu/orange-coast/graduation-requirements/>) section of this catalog. Check with a counselor to determine the requirements for completion.

A list of certificate programs can be found in the Programs A-Z (<https://catalog.cccd.edu/orange-coast/programs-study/>) section of this catalog.

Course	Title	Units
<b>Year 1</b>		
<b>Fall</b>		
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
<b>Units</b>		<b>12</b>
<b>Spring</b>		
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
<b>Units</b>		<b>12</b>
<b>Year 2</b>		
<b>Fall</b>		
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

Course	Title	Units
HTT A266	Organize and Manage Events and Meetings	1.5
<b>Units</b>		<b>13</b>
<b>Total Units</b>		<b>37</b>

## Sales and Marketing Specialist Suggested Electives

Course	Title	Units
CMST A100	Interpersonal Communication	3
HTT A199	Current Issues in Hospitality, Travel and Tourism	0.5-1.5
HTT A299	Certified Travel Associate	3
SPAN A180	Elementary Spanish 1	5