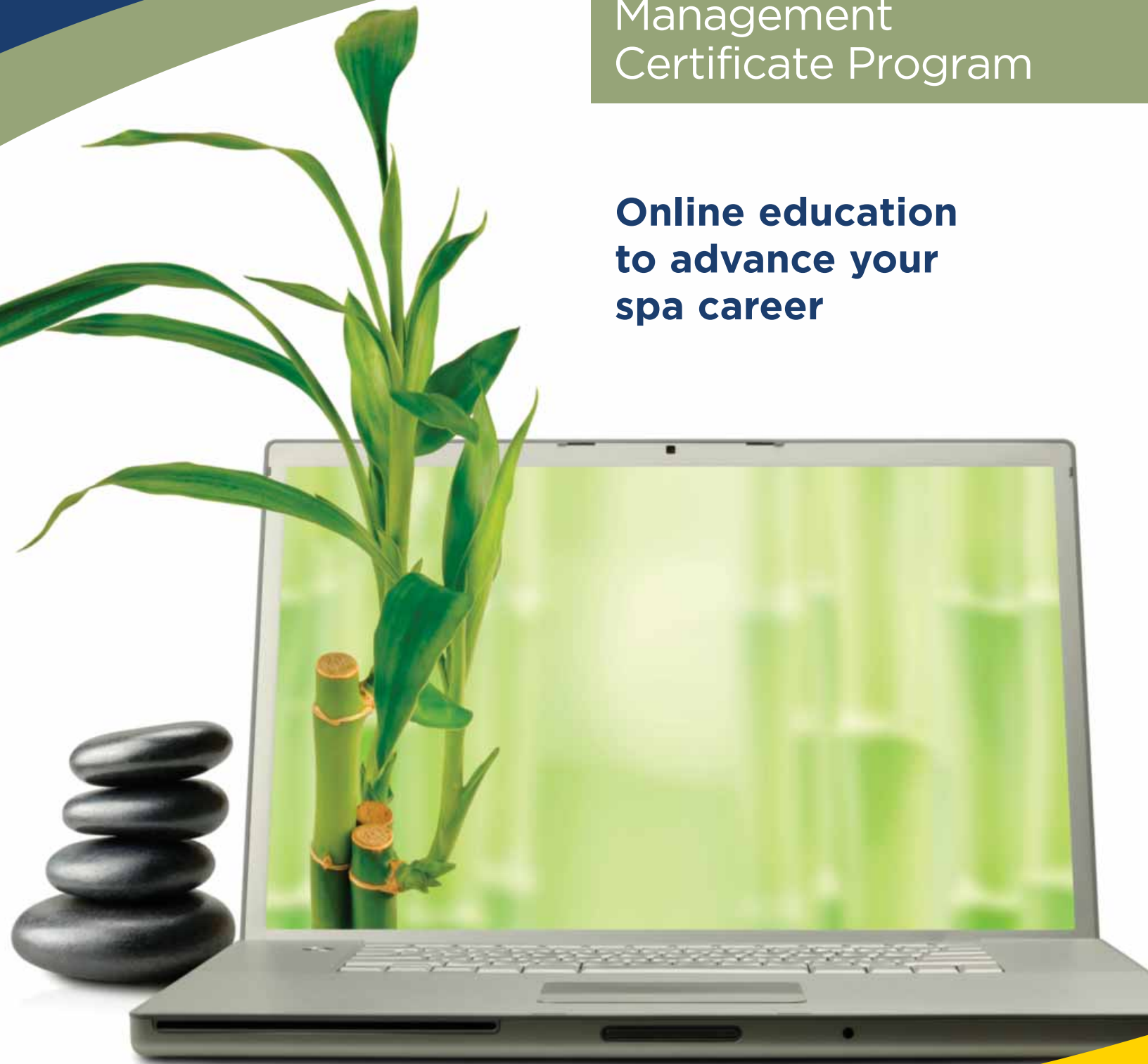


Spa & Hospitality  
Management  
Certificate Program

**Online education  
to advance your  
spa career**



# Improve Your Career Options with a Professional Certificate



**UCI Division of Continuing Education's** professional certificate and specialized studies programs help you increase or enhance your current skills or prepare for a new career. Courses are highly practical and instructors are qualified leaders in their field. Convenient online courses make it easy to learn on your own time, in your own way. A certificate bearing the UC seal signifies a well-known, uncompromising standard of excellence.

## **Spa & Hospitality Management Certificate Program**

The Spa & Hospitality Management Certificate Program offers comprehensive training from leading spa industry experts. Coursework teaches students business management, marketing, retailing and operations. Students will learn the necessary skills for successful day-to-day operations of a spa as well as the latest business and marketing strategies for sustained growth and profitability in this constantly evolving industry.

## **Who Should Attend**

- Spa owners, directors and practitioners
- Health, wellness, medical and fitness professionals
- Individuals who wish to enter the field of spa management
- Spa product developers and manufacturers
- Spa employees seeking management training





## Program Benefits

- Acquire conceptual skills in all aspects of business planning and development required to open a spa, manage day-to-day operations, and position the spa for future growth.
- Develop strategic planning skills to design your business model and marketing plan based upon industry analysis and targeted market research.
- Learn how to develop an integrated service culture that supports profitability, employee retention, and high customer loyalty.

## Certificate Requirements

A certificate is awarded upon completion of five required courses and two elective courses (a total of 15 units) with a grade of “C” or better. All requirements must be completed within five (5) years after the student enrolls in his/her first course. Students not pursuing the certificate program are welcome to take as many individual courses as they wish.

## Free Quarterly Webinar

Free webinars are offered quarterly and feature information about the spa program, courses being offered in upcoming quarters and current industry topics and trends. Visit [ce.uci.edu/events](http://ce.uci.edu/events) to view the schedule, register for an upcoming webinar or view on-demand events.

ENDORSED BY



## For more information:

Lisa Hoang  
Program Manager  
(949) 824-9304  
[lisa.hoang@uci.edu](mailto:lisa.hoang@uci.edu)

## Transfer Credit Option

**University of Houston, Conrad N. Hilton College of Hotel & Restaurant Management**  
[www.hrm.uh.edu](http://www.hrm.uh.edu)

Students who complete the Spa & Hospitality Management Certificate Program are eligible to transfer into the University of Houston’s Bachelor of Science in Hotel and Restaurant Management degree program with 10 undergraduate semester credit hours.

Consistently ranked one of the world’s finest hospitality programs, the Conrad N. Hilton College offers a combination of academic choice, research opportunities and industry connections that prepare students to increase their learning potential in the highly competitive spa and hospitality industry.

## Group Discounts

Discounts are available for groups of three or more. For larger cohorts, we also offer customized online training. Please call (949) 824-9304 or email [lisa.hoang@uci.edu](mailto:lisa.hoang@uci.edu) for more information.



# Curriculum

## Required Courses

### Introduction to the Spa Industry, Services and Treatments

MGMT X426.1 (2.5 units)

Explore the evolution of the spa industry from ancient civilizations to new frontiers of convergence integrating spas, medicine, healthcare, tourism, and hospitality. From an international perspective, an overview of the industry will be provided with emphasis on current business models and positioning for future trends. Definition and market segmentation of spa categories including day, resort, medical, destination, hospital, and lifestyle management programs will be discussed as well as future industry trends and employment opportunities.

### Introduction to Spa & Hospitality Operations

MGMT X426.2 (2.5 units)

This course provides a comprehensive overview of spa operations from the standpoint of maximizing business success. Students develop an understanding of principle skills required to manage and operate a profitable spa in the multi-faceted spa industry. Topics include: market review and competitive analysis, an overview of current industry statistics, and spa menu development. This course will also include an introduction to revenue generation, retailing, compensation models, human resources management, development of standard operating procedures, reservation training and effective reservation yielding protocols. Participants will engage in active case study scenarios and hands-on operational analysis.

### Spa Metrics: A Financial View of How to Best Approach the Spa Business

MGMT X426.3 (2 units)

This course provides a comprehensive application of financial management for the spa industry for spa operations managers and supervisors. Topics include understanding the components of a spa financial statement, capturing the key drivers of daily revenues and expenses, using ratio analyses as a business evaluation tool, and understanding the basic principles of spa accounting and financial responsibility. Use various problem solving methods and apply them to managerial situations tailored for the spa industry. Analyze, quantify, and evaluate the “wellness” of specific spa businesses, and use these skills to set the course for greater financial success.

### Spa Marketing and Branding

MGMT X426.4 (2.5 units)

Take a strategic look at spa marketing and branding to drive revenue, develop new customers and markets, develop the brand presence and message, create an image, deliver promotions and communicate with the world. Develop a strategic marketing plan and the marketing process to include situational analysis; develop marketing strategy and the 4 Ps of the Market Mix. Select a case study spa and develop a SWOT analysis, conduct a brand analysis, prepare a marketing budget and a marketing plan for a selected spa. Branding, establishing value propositions, unique selling propositions and the application of market analysis are included in this spa marketing class. Additional topics include marketing performance metrics, customer retention, customer relationship management, collateral development, marketing channels, public relations and social media.

### Human Resources Basics, Recruitment and Retention

MGMT X426.51 (2.5 units)

Explore human resource management techniques in a spa environment such as recruiting, progressive counseling/ progressive discipline, as well as employee termination, motivation and training. Examine the hiring process including administrative preparation, direct hiring activities, retention practices, and related employment laws. Discussion topics will include importance of staffing metrics, tips and tools for recruiting on the web, and a review of creative recruiting methods.

## Elective Courses

### Spa Retail Management

MGMT X426.41 (1.5 units)

Spa retail has always been and will continue to be an integral part of a successful spa business operation. A well planned retail boutique is an important component of a thoughtful spa experience. While spa retail has dramatically changed over the course of the spa industry's rapid growth and popularity, the fundamentals to successful spa retailing remain unchanged. Learn basic knowledge and best practices of spa retail design, operations, and analysis. Topics include merchandise categories and merchandise selection, pricing strategies, staffing, inventory control, KPIs for sales and visual merchandising.



### **Customer Engagement Management in the Spa Industry**

MGMT X426.21 (1.5 units)

Learn various techniques for effectively and successfully dealing with customers. Find out how to engage with customers and understand their needs and desires. Focus on the key customer service success factors necessary for capturing and retaining a profitable customer base and outperforming the competition. Customer intensive, the spa industry merges the service economy with the experience economy in new service models designed to constantly exceed customer expectations. Topics include definition of quality customer service, cost of service and its link to profit, secrets of best service providers, communication strategies, conflict resolution and crisis management.

### **Positive Leadership in Spas and Hospitality**

MGMT X426.71 (1.5 units)

This course examines a variety of positive business strategies developed using research from applied positive psychology, appreciative inquiry and positive organizational scholarship and deeply explores how they can be applied in the spa, hospitality and wellness industries. Students will learn how to engage, motivate and lead a team of people to accomplish business goals while also creating a positive impact in the world. Topics will include developing a workplace culture, employee engagement and motivation, and strategies for goals and accomplishment. Students will also learn about “job crafting” as a way to create meaningful work for themselves and their employees. Using strategies based on strengths and values, they will learn not only how to maximize their own contribution to business goals, but also how to make the experience more meaningful on a personal level.

*“The program launched my transition from the technology industry to a fulfilling career in management at a beautiful resort spa. The certificate covers all facets of managing a spa; from the functional engineering of your layout to the financials, HR, and marketing, as well as projects that test how you would do this with your own spa. I valued the best practices discussed amongst varying backgrounds of students in my courses... all looking to move forward with successfully running a spa.”*

**Andrea Argy, Program Graduate**





### Advisory Committee

**Alfredo Carvajal**, President, Delos International and Signature Programs

**Angela Cortright**, Principal, Spa Gregories

**Susie Ellis**, President, SpaFinder Wellness

**Ann Emich-Patton**, Owner, Savvy Spas Consulting, LLC

**Nancy Griffin**, Principal, Contento Marketing Group

**Janice Gronvold**, Principal, Spectrec, Spa Business & Marketing Development

**Shawn Hallum**, Director of Spa, Westin Maui Resort & Spa, Ka'anapali

**Jaime Huffman**, Owner and President, In Touch Spa Consulting

**Mia Kyricos**, President and Founder, Kyricos and Associates

**Jeremy McCarthy**, Group Director of Spa, Mandarin Oriental Hotel Group

**Julie Tao**, Principal, Tao Spa Solutions

**Jessica Timberlake**, former Spa Director, Laguna Cliffs Resort and Spa

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