



# UCIRVINE | EXTENSION

## Spa and Hospitality Management Certificate Program

Leading spa education  
with the only fully online,  
instructor-led  
certificate program

[extension.uci.edu/spa](http://extension.uci.edu/spa)

# Improve Your Career Options with a Professional Certificate



**In today's competitive business environment,** leaders are appointed based on credentials and experience. To stay ahead of the competition, advance your career and increase your earning potential, enroll in one of University of California, Irvine Extension's professional certificate programs. Convenient and affordable, UC Irvine Extension makes it easy to learn on your own time, in your own way. Courses are designed to ensure you gain mastery of a particular topic, and instructors are highly qualified leaders in their professions.

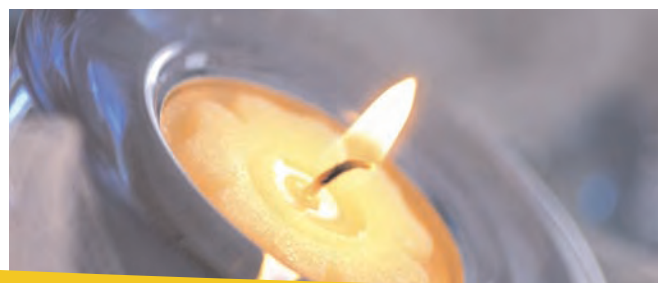
UC Irvine Extension is the only continuing education provider in Orange County that represents the University of California. A certificate bearing the UC seal signifies a well-known, uncompromising standard of academic excellence.

## Spa and Hospitality Management Certificate Program

UC Irvine Extension's Spa and 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

- Individuals entering the spa business
- Spa owners, directors and practitioners
- Health, wellness, medical and fitness professionals
- Business professionals and entrepreneurs entering the industry
- Spa product developers and manufacturers





## Program Benefits

1. 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.
2. Develop strategic planning skills to design your business model and marketing plan based upon industry analysis and targeted market research.
3. 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. Students not pursuing the certificate program are welcome to take as many individual courses as they wish.

## Free Quarterly Webinar

A free education planning webinar is offered quarterly and is packed with information about the spa program, courses being offered in upcoming quarters, spa industry tips and career planning resources available to you through UC Irvine Extension.

Visit [extension.uci.edu/events](http://extension.uci.edu/events) to view the webinar schedule, enroll in an upcoming free event or register to view previous webinar recordings.

ENDORSED BY



## For more information:

Angela Jeantet  
Director, Spa Program  
[aljeante@uci.edu](mailto:aljeante@uci.edu)  
[extension.uci.edu/spa](http://extension.uci.edu/spa)  
(949) 824-9304

## Transfer Credit Options

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.

Royal Melbourne Institute of Technology (RMIT)

[www.rmit.edu.au](http://www.rmit.edu.au)

UC Irvine Extension has solidified an articulation agreement with the Royal Melbourne Institute of Technology (RMIT). Students who complete the Spa & Hospitality Management certificate program can also transfer credits into RMIT's online Master of Wellness program.

The program offers postgraduate pathways for people wishing to develop skills in health enhancement, nutrition, fitness, manual therapies, counseling, conventional and complementary medicine as well as management and business practices. Graduates can expect to be highly sought after as managers or practitioners in the spa, resort and hospitality industries, as well as the primary healthcare and health promotion sectors.

## Group Discounts

Discounts are available for groups of three or more. Please call (949) 824-9304 or email [ayngelmo@uci.edu](mailto:ayngelmo@uci.edu) for more information.

## On-site Training

UC Irvine Extension can provide individual courses or the entire spa certificate program at your facility. Please call (949) 824-9304 or email [ayngelmo@uci.edu](mailto:ayngelmo@uci.edu) for further details.

# Curriculum

## Required Courses

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

#### MGMT 426.1 (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. Discuss current business models and future trends along with the definition and market segmentation of spa categories including day, resort, medical, destination, hospital, and lifestyle management programs.

### Introduction to Spa and Hospitality Operations

#### MGMT 426.2 (2.5 units)

Examine the general operational and administrative procedures in spas, private clubs and the hospitality industry while understanding the unique sensitivities required in managing and operating within this complex industry. Topics include business planning, marketing, licensures, energy efficiency, legal and ethical issues, billing, and inventory control.

### Spa Industry Finance

#### MGMT 426.3 (2.5 units)

Understand the components of a spa financial statement, key drivers of daily revenues and expenses, ratio analyses as a business evaluation tool, and the basic principles of spa accounting and financial responsibility. Apply various problem solving methods to managerial situations tailored for the spa industry.

### Spa Marketing and Branding

#### MGMT 426.4 (2.5 units)

Learn how to develop a strategic marketing plan through sample case studies and various spa models. A review of marketing plan elements will be combined with an overview of print and electronic resources available for state-of-the-art marketing communications. Additional topics include branding, public relations, and building customer and employee loyalty.

### Human Resources Basics, Recruitment and Retention

#### MGMT 426.51 (2.5 units)

Clarify your role as an HR professional interfacing with management and other decision-makers. Review the importance of appropriate management techniques in the spa environment; learn the skills needed to hire and retain qualified individuals; explore the hiring process; discover the details of recruiting, effective interviewing, accurate assessment and evaluation.

## Elective Courses

### Spa Retail Management

#### MGMT 426.41 (1.5 units)

Focus on the issues related to spa retail management, the necessary retail mix, as well as the importance of the staffing and training of the retail team. Additional topics include solid strategies and tactics to develop a clear and precise retail plan along with the process for immediate implementation.

### Customer Engagement Management in the Spa Industry

#### MGMT 426.21 (1.5 units)

Focus on the key customer service success factors necessary for capturing and retaining a profitable customer base and outperforming the competition. Topics include the 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.

### Building and Sustaining High Quality Systems for Spas

#### MGMT 426.31 (1.5 units)

Focus on the interconnected process and necessary quality management that emerges from a spa's mission, values and methods. Topics include a spa's key process Indicators and objectives; quality management's role in a spa's system of operation; processes that improve guest experience; and regulatory requirements to optimize spa business operations.

### Fundamentals for Green Spas

#### MGMT 426.91 (1.5 units)

Explore ways to implement sustainable business practices that can also improve a spa's bottom line by understanding the criteria and benefits for selecting building materials, furnishings, equipment, products, waste management systems, and all aspects of operations. Other topics include international greening trends in the spa industry and green business terminology.



## Advisory Committee

**Peter Anderson**  
chief executive officer,  
Anderson & Associates

**Alfredo Carvajal**  
senior VP, Universal  
Companies, Inc.

**Angela Cortright**  
principal, Spa Gregories

**Jim Croghan**  
director of spa and recreation,  
The Grand Del Mar, San Diego

**Susie Ellis**  
president, Spa Finder

**Ann Emich-Patton**  
senior spa consultant,  
Blu Spas, Inc.

**Michelle Frye**  
spa director,  
The Spa at La Costa, Carlsbad

**Nancy Griffin**  
spa consultant

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

**Pat Johnson**  
president,  
JVE Corporation

**Mia Kyricos**  
director, global spa brands  
and programming,  
Starwood Hotels & Resorts

**Kasia Mays**  
director of spa development,  
Pelican Hill

**Valory Reed**  
spa director,  
St. Regis Resort

**Julie Tao**  
spa director,  
Montage Resort and Spa

***“UC Irvine Extension’s Spa and Hospitality Management Certificate Program offers a high-quality and valuable educational experience for those spa professionals seeking to enhance their business and management skills.***

***The University’s courses are manageable for busy professionals, are offered online, and are taught in the language of the spa industry. I am glad to be a part of the growth and expansion of such a wonderful program.”***

Mia Kyricos  
Director, Global Spa Brands  
and Programming,  
Starwood Hotels & Resorts



***“The Spa and Hospitality Management Certificate Program at UC Irvine Extension was a key component in my education that allowed me to transition from a different industry to a management position in a resort spa. I particularly enjoyed that all necessary coursework could be completed online which gave me the flexibility I needed. The courses were presented in an interactive online environment where I was learning from other students while guided by very knowledgeable instructors who are actively involved in the spa industry. The program is great for anyone already in the industry as well as those who are looking to explore spa as their new career choice.”***

Martina Rizzo  
Assistant Spa Director  
Mount Washington Resort  
Bretton Woods, New Hampshire



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