

*Spa AND Wellness  
Management*  
CERTIFICATE PROGRAM



# Program Overview



Whether you aspire to own or manage a spa or you're already a seasoned professional, improve your knowledge and career advancement opportunities with practical, real-world spa and wellness education taught by leading industry experts. Throughout this comprehensive, online program, you'll learn all aspects of the successful day-to-day operation of a spa as well as business strategies you can employ for sustained growth and profitability in this ever-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 and wellness 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 four required courses (a total of 12 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 WEBINARS

Webinars are offered quarterly and feature information about the spa and wellness 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.

## 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.

# Required Courses



## **Introduction to Spa and Wellness: Industry and Operations (3 units)**

Explore the history and evolution of the spa industry and its place within the global wellness market. Obtain an overview of the convergence of spas, healthcare, tourism and hospitality among others within this global landscape. Review current business models, definition and market segmentation of the spa sector including day, resort, medical, destination, wellness/lifestyle management programs, as well as emerging trends. Discuss spa operations from the standpoint of maximizing business success and acquire the knowledge and skills required to manage and operate a profitable spa or wellness center. Topics include: market review and competitive analysis, an overview of current industry statistics, and spa/wellness menu development. This course will also include an introduction to generating revenue, retailing, customer service, human resources, developing standard operating procedures, and effective reservation protocols.

## **Human Resources Management in Spa and Wellness (3 units)**

Explore human resources management techniques in a spa and wellness environment, including employee recruitment, training, progressive coaching, and termination. Examine the hiring process to gain a better understanding of the administrative requirements, hiring process, and retention strategies. Topics include staffing metrics, recruitment methods, and related employment law. Learn how to engage, motivate, and lead a team to accomplish business goals and create a positive impact in the world. Review the importance of developing a positive workplace culture, fostering employee engagement and motivation, setting and accomplishing goals, and creating meaningful work while maximizing business success.

## **Spa and Wellness Financial Management (3 units)**

Obtain a comprehensive application of financial management for spa and wellness operations. Review the components of financial statements, daily revenues and expenses, cash flow, ratio analysis, and basic principles of accounting and financial responsibility. Experience problem-solving methods and apply them to realistic scenarios in the spa and wellness industries. Analyze and evaluate techniques designed to maximize efficiencies resulting in improved profitability and greater financial success.

## **Marketing and Branding for Spa and Wellness Businesses (3 units)**

A strategic look at marketing and branding in the spa and wellness industries to drive revenue, develop customers and markets, increase brand presence, and successfully deliver an integrated image, promotional, and communications plan. Learn the fundamentals of developing a strategic marketing plan and the marketing process. Students will select a case study in the industry to develop a SWOT analysis, brand analysis, marketing budget, and marketing plan. Topics include branding, value propositions, unique selling propositions, and marketing performance metrics. This course will also cover customer relationship management, customer service, marketing channels, public relations, and social media. Topics will integrate services and retail in spa and wellness settings.





*"The instructors are all well-known industry professionals and innovators – the right people to teach me. The well-rounded variety of courses prepared me for job searching, interviewing and selling myself. During my final interview with Hilton...I was able to reference the UCI program and [the] response was, 'That's what I wanted to hear,' and that's how I was hired!"*

—MICHAEL SAMAWI,  
PROGRAM GRADUATE

*Spa AND Wellness*  
*Management*  
CERTIFICATE PROGRAM

**UCI** Division of  
Continuing Education

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

**FOR MORE INFORMATION:**

Maya Cornejo  
[mocornej@uci.edu](mailto:mocornej@uci.edu)  
(949) 824-5592