

ESTH 142: SALON SUCCESS - FULL-TIME

Citrus College Course Outline of Record

Heading	Value
Effective Term:	Fall 2023
Credits:	3
Total Contact Hours:	115
Lecture Hours :	36
Lab Hours:	79
Hours Arranged:	0
Outside of Class Hours:	72
Total Student Learning Hours:	187
Prerequisite:	ESTH 141.
Transferable to CSU:	No
Transferable to UC:	No
Grading Method:	Standard Letter

Catalog Course Description

This is the final part in the completion of the esthetician program. This course provides students with basic salon management skills, sales, and client retention, as well as information required to pass the licensed exams. Students will focus on personal satisfaction and skilled habits to ensure success in the industry and state board test preparation. 36 lecture hours, 79 lab hours.

Course Objectives

- Describe the qualities needed for a service professional
- Evaluate options for business opportunities
- List important factors to consider in managing a salon
- Understand and explain why it is necessary to keep accurate records
- Practice positive communication skills
- Explain the purpose of marketing and sales
- List the most effective ways to build clientele
- Discuss the value of marketing materials

Major Course Content

1. **Career opportunities**
 - a. spa/salon
 - b. educator
 - c. private practice
2. **Personal image**
 - a. clinical
 - b. personal
 - c. professional
3. **Professional ethics**
 - a. client
 - b. colleagues
 - c. business
4. **Interpersonal relationships**

- a. client
 - b. colleagues
 - c. phone and front desk etiquette
5. **Business**
 - a. management
 - b. record keeping
 - c. sales
 - d. marketing
 6. **State board procedures**
 - a. hair removal
 - b. make up application
 - c. facial - all aspects
 - d. exfoliation
 - e. microdermabrasion
 - f. blood spill procedure
 7. **Communication skills**
 - a. client
 - b. sales representatives
 - c. colleagues

Lab Content

1. Detailed record keeping: client, business
2. Develop professional image required for the industry: personal, phone etiquette, communication
3. Analyze and understand skills needed to perform a specific service: electrical, manual, acupressure, massage techniques
4. Evaluate and understand management decisions
5. Develop and create a resume and cover letter
6. Organize and label class materials
7. Demonstrate state board preparedness

Suggested Reading Other Than Required Textbook

Performance criteria of state board

Examples of Required Writing Assignments

Write a resume and cover letter

Examples of Outside Assignments

Presentation on an industry icon

Instruction Type(s)

Lab, Lecture, Online Education Lab, Online Education Lecture