

# ESTH 144: SALON SUCCESS PART I - PART-TIME

## Citrus College Course Outline of Record

Heading	Value
Effective Term:	Fall 2023
Credits:	1.5
Total Contact Hours:	58
Lecture Hours :	18
Lab Hours:	40
Hours Arranged:	0
Outside of Class Hours:	36
Total Student Learning Hours:	94
Prerequisite:	ESTH 140.
Transferable to CSU:	No
Transferable to UC:	No
Grading Method:	Standard Letter

## Catalog Course Description

This course is an addition to the first phase of the esthetician program for the evening program only. This course provides students with basic salon management skills, sales, and client retention, as well as enhancing their practical techniques. Must be completed before entering phase two "Esthetician II" for the evening program only. 18 lecture hours, 40 lab hours.

## Course Objectives

- describe the qualities needed in a service profession
- 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 brochures/list of services

## 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. Psychology

- a. sales
  - b. visual aids
  - c. color
5. Interpersonal relationships
    - a. client
    - b. colleagues
    - c. phone etiquette
  6. Business
    - a. management
    - b. sales
    - c. marketing
  7. Communication Skills
    - a. client
    - b. sales representatives
    - c. colleagues

## Lab Content

1. list, detail record keeping: client, business
2. Develop, create professional image required in the industry: personal, phone etiquette, communication
3. Analyze, understand skills needed to perform a specific service: electrical, manual, acupressure, massage techniques
4. Evaluate, comprehend management decisions
5. Develop, create a resume
6. Develop, create a cover letter
7. Observe and evaluate a salon/spa

## Suggested Reading Other Than Required Textbook

Online articles related to the industry, reviews on spas and salons local to student residence

## Examples of Required Writing Assignments

Visit a spa and critique their services

## Examples of Outside Assignments

Develop an introduction script for future employers

## Instruction Type(s)

Lab, Lecture, Online Education Lab, Online Education Lecture