



TRAVEL MARKETING PROGRAM



Learn about the world of travel marketing **ONLINE** at Los Medanos College.

The innovative, state-of-the-art online Travel Marketing program at Los Medanos College (LMC) provides an outstanding educational foundation for a successful career in one of the country's largest industries, Travel and Tourism. All of our classes are offered online, so you can "attend" class from anywhere you have internet access, at the times most convenient to you.

While characterized by constant change, the business of travel and tourism continues to grow. Skilled travel professionals continue to fulfill their clients' dreams of adventure, of cultural exploration and for just plain fun! Opportunities abound for specialists in areas such as cruises, adventure travel, family travel, honeymoons and romance, luxury travel, and group travel.

Los Medanos College

LOS MEDANOS COLLEGE

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Los Medanos College



OUR GRADS
GET
**GREAT
JOBS**

TRAVEL MARKETING PROGRAM



"Our program and its instructors are sensitive to the changing needs of travel professionals. The ability to evolve and adapt is, in my opinion, the major strength of our well-respected program."

– Debbie Wilson



As one of the best travel programs in the country, LMC's Travel Marketing program aims to help you reach your goals.

We continually strive to offer an affordable, quality education, delivered by faculty with years of practical experience in the travel industry. If you're interested in pursuing a career in the travel industry, the Travel Marketing program will help you get there.

How Do I Get Started?

The three-level Travel Marketing program has been designed with many core courses in common. You will probably choose to take some of the core courses in your first semester, which should include TRAVL 72 (Introduction to Travel). You may also wish to take a "destination course" based on your interest, as different destination courses are offered throughout the year.

What's in it for me?

The Travel Marketing program will provide you with practical information as well as the opportunity to apply what you are learning in realistic scenarios and case studies. Since our courses are online, you will have the opportunity to "meet" and network with other like-minded classmates and travel professionals from a wide variety of locations. Indeed, the online format literally opens up a world of experiences! You may also choose to participate in our internship program, where you receive college credit as well as a valuable real-life experience.

Career options in the travel industry are as varied as our students themselves. They include working in:

- Travel Agencies
- Airlines
- Cruise Lines
- Tour Companies
- Car Rental Companies
- Convention and Meeting Planning
- Lodging Industry

Certificates And Degree In Travel Marketing

We offer a variety of certificates and a degree option to enable you to choose the right one for your personal career goals.

Skills Certificate in Travel Marketing (Level 1)

This 12-unit certificate provides the basic knowledge needed to secure an entry-level position in the travel industry.

Certificate of Achievement (Level 2)

This 21-unit certificate provides a well-rounded education to prepare you for a position as a travel professional in the travel industry.

Associate of Science Degree (Level 3)

This degree prepares you for positions with greater responsibility and advancement. Consult an LMC counselor to help plan the steps to complete this degree.

In addition, the Travel Marketing Program also offers certificates of specialization to succeed in the travel industry. These Specialist Certificates include:

Home-Based Travel Specialist Certificate

This 17-unit certificate will help prepare you to serve as a home-based travel consultant, either independently or in affiliation with a travel agency.

Cruise Specialist Certificate

This 8-unit certificate prepares you to sell cruises with greater expertise and confidence. You may work for a full-service travel agency, a cruise-only agency, or operate a home-based business specializing in cruising.

I'm interested, what should I do now?

Learn more about LMC's Travel Marketing program at www.losmedanos.edu/travel/.

If you have questions, email Debbie Wilson, Chair of Travel Marketing at dwilson@losmedanos.edu.



"The Travel Program at Los Medanos College was one of the most positive, supportive educational experiences of my life. Now that I am part of the travel industry, I appreciate the education I received there even more."

– Georgia Pryal, CTA, DS

Africa and Adventure Travel Specialist, Home-based Travel Professional