

## Automotive Technology – Automotive Management and Marketing Option

The Automotive Technology curriculum offers a specialized option leading to an Associate in Applied Science (A.A.S.) degree in Automotive Management and Marketing, which prepares students for employment as automotive management and marketing specialists, service managers, service writers, parts personnel, sales personnel, aftermarket and retail managers.

This option provides the students with an opportunity to earn a degree that utilizes both their technical and business skills by building upon a strong academic core. Students will also develop technical skills in selected automotive maintenance and repair areas. The business courses will develop skills in management, marketing and sales.

### STUDENT LEARNING OUTCOMES:

Upon completion of this program graduates will be able to:

- Apply a basic foundation in theory, business, management and customer relations in the automotive service industry.
- Integrate and analyze repair orders, written repair material, labor and service guides, and technical service bulletins to communicate data to both a customer and a service technician.
- Demonstrate sales skills, provide estimates, identify vehicle needs, explain benefits and overcome objections.
- Demonstrate ethical behavior, professionalism and the ability to work as a team.
- Manage work flow, identify labor operations and demonstrate knowledge of sublet procedures.
- Achieve ASE certification in customer service consultant and/or parts specialist.

### OPTION ENTRY REQUIREMENTS:

Students interested in automotive fields may enroll in this curriculum. Students must take College placement tests prior to or at the time of entry in order to receive correct course placement. If needed, students must complete developmental work in English and mathematics as part of their degree program.

### PROGRAM OF STUDY AND GRADUATION REQUIREMENTS:

The program of study and graduation requirements to qualify for the Associate in Applied Science degree in the Automotive Management and Marketing Option include completion of 62 credits as prescribed and attainment of a grade point average of 2.0 (“C” average).

### AUTOMOTIVE TECHNOLOGY – AUTOMOTIVE MARKETING AND MANAGEMENT OPTION

| Course Number and Name   | Prerequisites and Corequisites            | Credits | Gen Ed Req.        |
|--|---|---------|--------------------|
| <b>FIRST SEMESTER</b>  |   |         |                    |
| AT 100 – Introduction To Automotive Technology                         |   | 2       |                    |
| MNGT 121 – Introduction to Business                                    | ENGL 101, which may be taken concurrently | 3       |                    |
| ENGL 101 – English Composition I                                       |   | 3       | ENGL 101           |
| MATH 118 – Intermediate Algebra  |   | 3       | Mathematics        |
| CIS 103 – PC Applications  |   | 3       | Tech Comp          |
| <b>SECOND SEMESTER</b>   |   |         |                    |
| AT 121 – Automotive Electricity and Electronics                        | AT 100                                    | 3       |                    |
| ACCT 101 – Financial Accounting  |   | 3       |                    |
| MNGT 141 – Principles of Management                                    | MNGT 121                                  | 3       |                    |
| ENGL 102 – English Composition II                                      | ENG 101                                   | 3       | ENGL 102, Info Lit |
| Social Science Elective  |   | 3       | Social Sciences    |
| <b>THIRD SEMESTER</b>  |   |         |                    |
| AT directed elective, choose one:                                      |   | 4       |                    |
| AT 111 – Automotive Suspension and Steering Systems (Fall only) or     | AT 100                                    |         |                    |
| AT 131 – Automotive Manual Transmissions and Drivelines (Fall only) or | AT 100                                    |         |                    |
| AT 181 – Automotive Engine Mechanical Repair                           | AT 100, which may be taken concurrently   |         |                    |
| MNGT 262 – Business Law  |   | 3       |                    |
| MTKG 131 – Principles of Marketing                                     | MNGT 121                                  | 3       |                    |
| PHYS 105 – Survey of Physics or  |   | 4       | Natural Science    |
| STS 101 – Intro to Science, Technology and Society or                  |   |         |                    |
| CHEM 101 – General Chemistry   |   |         |                    |
| Humanities Elective  |   | 3       | Humanities         |

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**AUTOMOTIVE TECHNOLOGY – AUTOMOTIVE MARKETING AND MANAGEMENT OPTION,***continued*

| <b>Course Number and Name</b>   | <b>Prerequisites and Corequisites</b>             | <b>Credits</b> | <b>Gen Ed Req.</b> |
|---|---|----------------|--------------------|
| <b>FOURTH SEMESTER</b>  |   |                |                    |
| AT directed elective, choose one:   |   | 3              |                    |
| AT 221 – Advanced Automotive Engine Performance (offered Summer II only) or | AT 121; Math 118, which may be taken concurrently |                |                    |
| AT 271 – Air Conditioning and Heating Systems (offered Spring only)         | AT 121  |                |                    |
| AT directed elective:   |   | 4              |                    |
| AT 241 – Automatic Transmissions and Transaxles (offered Spring only)       | AT 121  |                |                    |
| AT 261 – Engine Performance and Diagnosis (offered Spring only)             | AT 121; Math 118, which may be taken concurrently |                |                    |
| ECON 181 – Principles of Economics (Macroeconomics) or                      |   | 3              |                    |
| ECON 182 – Principles of Economics (Microeconomics)                         |   |                |                    |
| Social Science Elective   |   | 3              |                    |
| AT 290 – Customer Service Techniques (offered Spring only)                  |   | 3              |                    |
| <b>MINIMUM CREDITS NEEDED TO GRADUATE</b>                                   |   | <b>62</b>      |                    |

**General Education Requirements**

All General Education requirements are met through required courses (as indicated above) except for the Writing Intensive requirement, the Interpretive Studies requirement and the American/Global Diversity requirement. Therefore, in order to graduate, students in this program must choose one course that is designated Writing Intensive, one course that is designated Interpretive Studies and one course that is designated American/Global Diversity. The same course may be used to fulfill more than one of these requirements. A list of courses that fulfill these requirements and a more detailed explanation of the College's general education requirements appear elsewhere in this Catalog and on [www.ccp.edu](http://www.ccp.edu).

**For More Information Contact:**

The Division of Business and Technology, Room C1-9, 1700 Spring Garden Street, Philadelphia, PA 19130, Telephone (215) 496-6164; or the College Information Center (215) 751-8010.