

Community College of Philadelphia

Automotive Technology – Automotive Management & Marketing Option

Fast Track to Automotive Management Opportunities

Are you a people person who enjoys being around automobiles? Would you like to help people solve their automotive problems? The Automotive Management & Marketing program could be the road to your dream career.

The program prepares you to combine people skills, automotive expertise and business knowledge into a satisfying career. It offers a unique opportunity to earn a versatile associate's degree while highly skilled experts teach you automotive technology.

"The work of the service department has a major influence on customers' satisfaction and willingness to purchase future vehicles from the dealer."

– Bureau of Labor Statistics, U.S. Department of Labor, *Occupational Outlook Handbook, 2006-07 Edition*

The Automotive Management & Marketing program offers:

- basic and advanced hands-on skills, plus industry knowledge
- business and marketing courses
- a core of English, math, science and humanities courses
- preparation to take the auto industry's official exam for customer service professionals

Automotive customer service professionals play a key role in converting a customer's description of a problem into a shop repair order. You will learn how to 'read' what customers are saying, help with a diagnosis and partner effectively with your shop techni-

cians. The program includes a course about customer service situations you are likely to encounter in the field and how to handle these situations successfully.

Automotive Management & Marketing is appropriate for many types of students, including:

- someone new to the automotive field
- someone who has already graduated with an associate's degree
- an experienced technician who wants to become a service manager
- a technician who wants to become a service writer

Career Paths

According to the U.S. Department of Labor's *Occupational Outlook Handbook, 2006-07 Edition*, "The work of the service department has a major influence on



customers' satisfaction and willingness to purchase future vehicles from the dealer."

Careers in this field have a variety of different titles, with considerable differences in salary depending upon the responsibilities. A degree in Automotive Technology – Automotive Management & Marketing Option prepares you for these positions:

- parts salesperson
- service writer
- service manager

This program will also give you the knowledge you need to pursue a bachelor's degree in the automotive field.

The Automotive Management & Marketing Option

The program was designed in cooperation with other College departments in the Business and Technology division and provides students with hands-on technical knowledge, business skills and sales and marketing education.

The program was developed to include the same skills that the National Automotive Technicians Education Foundation (NATEF) identifies as important in its Service Writer and Parts Person certifications.

The program provides students with the opportunity to learn:

- variations in service professionals' roles among different facilities
- steps in the repair process
- theoretical and hands-on technical knowledge
- service team supervision and management
- computer skills for this field
- sales, marketing and promotion guidelines

Affirmative Action Statement

Community College of Philadelphia is committed to the principles of equal employment and equal educational opportunity for all persons without regard to race, color, ancestry, creed, national or ethnic origin, age, sexual orientation/preference, religion, sex, disability or status as a disabled veteran or veteran of the Vietnam Era, in the administration of its educational programs, activities, or employment in accordance with applicable Federal statutes and regulations. Any questions regarding this statement should be directed to the Director, Office of Diversity and Equity located in room M2-36; telephone number 215-751-8039.

College Information

Visit the College Website at www.ccp.edu to find out about:

Academic Programs

www.ccp.edu/site/academic/

Admissions Process

www.ccp.edu/site/prospective/admissions_process.php

Transfer Agreements

www.ccp.edu/site/prospective/transfer_agreements/

Financial Aid

www.ccp.edu/site/prospective/financial_aid/

Scholarships and Awards

www.ccp.edu/site/current/scholarships/

College Life

www.ccp.edu/site/current/student_life/

Directions to the College

www.ccp.edu/site/locations/main.php

- financial principles of business management

Areas of Study

This curriculum includes courses in Automotive Customer Service Techniques, Introduction to Business, Principles of Management, Principles of Marketing, Business Law and Automotive Technology.

Students who are already ASE certified as an automotive technician may be able to receive credit for courses in the areas for which they are certified.

Admission to the College

We accept students on an open enrollment basis, meaning that applications are accepted at all times of the year. For more information, contact Richard Saxton, head of the Transportation Technologies Management department, at **267-299-5873** or **autotech@ccp.edu**.