Parts Marketing & Management Mississippi Curriculum Framework

Program CIP 52.1907- Vehicle and Vehicle Parts and Accessories Marketing Operations

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The Office of Curriculum and Instruction (OCI) was founded in 2013 under the Division of Workforce, Career, and Technical Education at the Mississippi Community College Board (MCCB). The office is funded through a partnership with The Mississippi Department of Education (MDE), who serves as Mississippi's fiscal agent for state and federal Career and Technical Education (CTE) Funds. The OCI is tasked with developing statewide CTE curriculum, programming, and professional development designed to meet the local and statewide economic demand.

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RESEARCH ABSTRACT

In the spring of 2021, the Office of Curriculum, Instruction, & Assessment met with the curriculum writing team which included the advisory committee for the Parts Marketing and Management program. Program faculty, administrators, and industry members were consulted regarding industry workforce needs and trends. In addition, the industry advisory team member involved with this program was asked to give input related to revisions to be made to the curriculum framework.

REVISION HISTORY

2008, Revised, Research and Curriculum Unit, Mississippi State University2015, Revised, Office of Curriculum and Instruction, Mississippi Community College Board2021, Revised, Office of Curriculum, Instruction,& Assessment, Mississippi Community College Board

Adoption of national certification standards

Due to the nature of this program, adoption of national standards is not possible. However, the following standards were used as a framework and guide for developing the curriculum-OSHA 10 Certification and Forklift Operator Training.

For more information visit: <u>www.osha.gov</u>

Due to the nature of Forklift Operator Training, contact the local college for additional information.

INDUSTRY JOB PROJECTION DATA

A summary of occupational data is available from the Mississippi Department of Employment Security.

https://mdes.ms.gov/information-center/labor-market-information/

ARTICULATION

No articulated credit will be offered upon implementation of this curriculum. Local agreements and dual credit partnerships are encouraged.

TECHNICAL SKILLS ASSESSMENT

Colleges should report the following for students who complete the program with a career certificate, technical certificate, or an Associate of Applied Science Degrees for technical skills attainment. To use the approved Alternate Assessment for the following programs of study, colleges should provide a Letter of Notification to the Director of Career Technical Education at the MS Community College Board. Please see the following link for further instructions: http://www.mccb.edu/wkfEdu/CTDefault.aspx.

| CIP Code | Program of Study |
|-------------|---|
| 52.1907 | Parks Marketing and Management Technology |
| Level | Assessments |
| Accelerated | OSHA 10 Certification |
| /15 Hour | Forklift Operator Training |

PROGRAM DESCRIPTION

Parts Marketing and Management includes theory, laboratory, and other specialized learning experiences relative to receiving, stocking, selling, and shipping merchandise in the aftermarket. By transportation we include agricultural, construction, and turf, equipment, heavy duty equipment, automotive, and light duty. Included is the study of mathematical procedures related to business operation, the use of office technology, auto parts store management, customer relations, and computer-based instruction. Specific training will enable the student to ascertain the correct part required by the customer, advise the customer according to the description given, read various and digital catalogs to determine the stock number and price, measure engine parts, mix paint, display merchandise, determine correct interchange parts, accept telephone orders, and take inventory. Instruction emphasizes distribution of parts and services within the automotive aftermarket in establishments such as distributors, jobbers, retail part stores, specialty shops, car dealers, independent garages, fleet garages, and service stations. This curriculum offers an accelerated transition pathway at 15 hours. They will have acquired the basic technical skills in equipment and systems and have a broadened vocabulary to make the job-specific learning less difficult. They will also possess team-building skills, safety awareness, environmental awareness, communication skills, and computer skills that are critical in the workplace.

SUGGESTED COURSE SEQUENCE Parts Marketing & Management Workplace Certificate

| | | | SCH Breakdo | own | | Credit Break | Hour down | Certification Information |
|------------------|---|-----------------------------|----------------|-----|--------------------------|-----------------|--------------|---|
| Course Number | Course Name | Semester Credit Hours | Lecture | Lab | Total Credit Hours | Lec- ture | Lab | Certification Name |
| PMT 1113 | Orientation and Safety Procedures | 3 | 2 | 2 | | | | OSHA 10 Certification, Forklift Operator Training |
| PMT 1313 | Catalog Information Systems | 3 | 1 | 4 | | | | |
| PMT 1413 | Internal Operations | 3 | 2 | 2 | | | | OSHA 10 Certification, Forklift Operator Training |
| | Electives approved by instructor per local community college policy | 6 | | | | | | |
| | Total | 15 | | | | | | |

Approved Program Electives

| | | | SCH Breakdown | | SCH Breakdown | | SCH Breakdown | | | Credit H Breakde | lour own |
|--|---|--------------------------|---------------|-----|--------------------------|---------|---------------|--|--|---------------------|-------------|
| Course Number | Course Name | Semester Credit Hours | Lecture | Lab | Total Credit Hours | Lecture | Lab | | | | |
| SSP 100(2-3) | Smart Start 101 | 2-3 | | | | | | | | | |
| WBL 191(1-3) WBL 192(1-3) WBL 193(1-3) WBL 291(1-3) WBL 292(1-3) WBL 293(1-3) | Work-Based Learning | 1-3 | | | 3-9 | 45-135 | | | | | |
| MMT 1313 | Salesmanship | 3 | 3 | 0 | | | | | | | |
| BOT 1213 | Professional Development All other electives approved by instructor per local community college policy | 3 | 2 | 2 | | | | | | | |

COURSE DESCRIPTIONS

Course Number and Name: PMT 1113 Orientation and Safety Procedures

| Description: | An orientation to the hist and the physical structur OSHA and EPA regulatior hazards, and legal respor throughout this course. | An orientation to the history of accessories marketing, job opportunit and the physical structure of the industry. Safety procedures including OSHA and EPA regulations, proper use of hand and power tools, shop hazards, and legal responsibilities are discussed and implemented throughout this course. | | |
|-----------------|--|---|-----|---------------|
| Hour Breakdown: | Semester Credit Hours | Lecture | Lab | Contact Hours |
| | 3 | 2 | 2 | 60 |

Prerequisite:

Instructor Approved

Student Learning Outcomes:

- 1. Discuss the history and job opportunities related to the various parts industry. ^{Forklift Operator Training} a. Trace the development of the parts industry from 1885 to the present.
 - b. Identify and describe the qualifications, training, and advancement in the industry to include outlook, wages, and working conditions.
- 2. Identify the physical structure of the parts facility.
 - a. Describe the physical layout and basic operation of the parts business.
 - b. Explain how changes in technology have affected the parts industry, including computers.

3. Identify and demonstrate the proper safety procedures to be used throughout the parts facility. ^{OSHA 10,} Forklift Operator Training

- a. Discuss and apply OSHA and EPA regulations and the legal responsibilities related to the parts business.
- b. Discuss and perform the proper procedures for using hand and power tools.
- c. Identify and perform proper shop safety practices to include fire hazards, lifting, carrying, and loading.

4. Certify students in Forklift Operator Training Forklift Certification

- a. Discuss the classes of commonly used powered forklifts use industry
- b. Discuss, explain and perform the safe operation of forklifts

National Standards

OSHA 10 Forklift Operator Training

Course Number and Name: PMT 1312 Catalog Information Systems

| Description: | This course includes industry specific software programs, generating of invoices, interpreting price sheets, and calculating discounts. | | | |
|-----------------|---|---------|-----|---------------|
| Hour Breakdown: | Semester Credit Hours | Lecture | Lab | Contact Hours |
| | 2 | 0 | 4 | 60 |
| Prerequisite: | nstructor Approved | | | |

Student Learning Outcomes:

- 1. Utilize and interpret industry specific software programs as it pertains to parts and marketing. a. Identify and locate specific parts according to customer request.
- 2. Demonstrate the procedures for accurately completing an invoice.
 - a. Explain and apply the proper usage of various price sheets.
 - b. Explain and calculate discounts, taxes, and totals.
 - c. Complete a sales invoice to include accurate price, discount, tax, and totals.

Course Number and Name: PMT 1414 Internal Operations

| Description: | This course includes daily operations of a parts store including shipping and receiving, stocking and storing merchandise, counter operations, and physic inventory. This course also covers general parts store layout to include merchandise displays and parts bin layout. | | | |
|-----------------|---|---------|-----|---------------|
| Hour Breakdown: | Semester Credit Hours | Lecture | Lab | Contact Hours |
| | 4 | 1 | 6 | 105 |
| Prerequisite: | Instructor Approved | | | |

Student Learning Outcomes:

- 1. Demonstrate the proper procedure for receiving merchandise. Forklift Operator Training, OSHA10
 - a. Define and discuss shipping forms and terms to include bin, shipping receipt, packing slip, invoice, order, prepaid shipment, C.O.D., bill of lading, and supersede.
 - b. Apply proper procedures for receiving and stocking merchandise. Forklift Operator Training
 - c. Discuss and apply OSHA and EPA regulating regarding merchandise handling and shipping.
- 2. Demonstrate customer service skills.
 - a. Simulate telephone skills in handling various customer situations.
 - b. Simulate email etiquette in handling various customer situations.
 - c. Simulate proper skills in handling various in-store customer situations.
- 3. Identify and apply complete inventory procedures.
 - a. Identify the procedures for conducting a physical and perpetual inventory.
 - b. Apply procedures for conducting a physical and perpetual inventory.
- 4. Demonstrate the proper display of merchandise.
 - a. Discuss the image of the parts store in the minds of customers.
 - b. Explain the ways displays, advertising, and product literature can benefit an parts store.
 - c. Discuss rules to follow when arranging product displays.
 - d. Visit a showroom and set up a product display.
- 5. Identify and demonstrate the departmental functions within the business.
 - a. Process management.
 - b. Organizational chart.
 - c. Warranty procedures.

<u>National Standard</u> Forklift Operator Training OSHA 10

Course Number and Name:

VBL 191(1-3), WBL 192(1-3), Wo

Work-Based Learning I, II, III, IV, V, and VI

VBL 193(1-3), WBL 291(1-3),

VBL 292(1-3), and WBL 293(1-3)

Description:A structured work-site learning experience in which the student, program area
teacher, Work-Based Learning Coordinator, and worksite supervisor/mentor
develop and implement an educational training agreement. Designed to
integrate the student's academic and technical skills into a work environment.
Includes regular meetings and seminars with school personnel for supplemental
instruction and progress reviews. (1-3 sch: 3-9 hours externship)

| Hour Breakdown: | Semester Credit Hours | Lecture | Lab | Contact Hours |
|-----------------|-----------------------|---------|-----|---------------|
| | 4 | 2 | 4 | 90 |

Prerequisite:

Instructor approved

Student Learning Outcomes:

- 1. Apply technical skills and related academic knowledge needed to be a viable member of the workforce.
 - a. Apply technical skills needed to be a viable member of the workforce.
 - b. Apply skills developed in other related courses in a work-based setting.
 - c. Perform tasks detailed in an educational training agreement at the work setting.
- 2. Apply general workplace skills to include positive work habits and responsibilities necessary for successful employment.
 - a. Demonstrate pro-active human relationship skills in the work setting to include conflict resolution, team participation, leadership, negotiation, and customer/client service.
 - b. Demonstrate time, materials, and resource management skills.
 - c. Demonstrate critical thinking skills such as problem solving, decision making, and reasoning.
 - d. Demonstrate acquiring, evaluating, organizing, maintaining, interpreting, and communicating information.
 - e. Demonstrate positive work habits and acceptance of responsibilities necessary for successful employment.

APPENDIX A: RECOMMENDED TOOLS AND EQUIPMENT

CAPITALIZED ITEMS

- 1. Paint mixer with scales and shaker (1/lab)
- 2. Brake lathe (1/lab)
- 3. Alternator/starter tester (1/lab)
- 4. Hose press and tooling package (1/lab)
- 5. Computers (12/lab)
- 6. Bin part auto storage—minimum 8 ft (5/lab)
- 7. Gondolas display (1/lab)
- 8. Scanning tool for reading bar codes (1/lab)

*Other equipment items can be added when deemed appropriate by the community college industry craft committee or by industry/business training requirements.

NON-CAPITALIZED ITEMS

- 1. Battery tester (1/lab)
- 2. Battery hydrometer (1/lab)
- 3. Voltage regulator tester (1/lab)
- 4. Control module tester (1/lab)
- 5. Volt ohm meter (1/lab)
- 6. Printers (6/lab)
- 7. Switch boxes (6/lab)
- 8. Hand tools (1 set/lab)
- 9. Calculators (10/lab)
- 10. 20 ft by 28 ft by 30 in. counter (1/lab)
- 11. Cash drawer or cash register (1/lab)

*Other equipment items can be added when deemed appropriate by the community college industry craft committee or by industry/business training requirements.

RECOMMENDED INSTRUCTIONAL AIDS

It is recommended that instructors have access to the following items:

- 1. Smart TV or Smartboard
- 2. Computer/printer (or tablet)
- 3. Go Pro
- 4. Automotive parts software with computerized cataloging
- 5. Accounting/Inventory software

*Other equipment items can be added when deemed appropriate by the community college industry craft committee or by industry/business training requirements.

APPENDIX B: CURRICULUM DEFINITIONS AND TERMS

Course Name – A common name that will be used by all community colleges in reporting students

Course Abbreviation – A common abbreviation that will be used by all community and junior colleges in reporting students

Classification – Courses may be classified as the following:

- a. Career Certificate Required Course A required course for all students completing a career certificate.
- b. Technical Certificate Required Course A required course for all students completing a technical certificate.
- c. Technical Elective Elective courses that are available for colleges to offer to students.

Description – A short narrative that includes the major purpose(s) of the

Prerequisites – A listing of any courses that must be taken prior to or on enrollment in the course

Corequisites – A listing of courses that may be taken while enrolled in the course

Student Learning Outcomes – A listing of the student outcomes (major concepts and performances) that will enable students to demonstrate mastery of these competencies

The following guidelines were used in developing the program(s) in this document and should be considered in compiling and revising course syllabi and daily lesson plans at the local level:

The content of the courses in this document reflects approximately 75% of the time allocated to each course. The remaining 25% of each course should be developed at the local district level and may reflect the following:

Additional competencies and objectives within the course related to topics not found in the state framework, including activities related to specific needs of industries in the community college district Activities that develop a higher level of mastery on the existing competencies and suggested objectives Activities and instruction related to new technologies and concepts that were not prevalent at the time the current framework was developed or revised

Activities that include integration of academic and career-technical skills and course work, school-to-work transition activities, and articulation of secondary and postsecondary career-technical programs Individualized learning activities, including work-site learning activities, to better prepare individuals in the courses for their chosen occupational areas.

Sequencing of the course within a program is left to the discretion of the local college. Naturally, foundation courses related to topics such as safety, tool and equipment usage, and other fundamental skills should be taught first. Other courses related to specific skill areas and related academics, however, may be sequenced to take advantage of seasonal and climatic conditions, resources located outside of the school, and other factors. Programs that offer an Associate of Applied Science Degree must include all of the required Career Certificate courses, Technical Certificate courses **AND** a minimum of 15 semester hours of General Education Core Courses. The courses in the General Education Core may be spaced out over the entire length of the program so that students complete some academic and Career Technical courses each semester. Each community college specifies the actual courses that are required to meet the General Education Core Requirements for the Associate of Applied Science Degree at their college.

In order to provide flexibility within the districts, individual courses within a framework may be customized by doing the following:

Adding new student learning outcomes to complement the existing competencies and suggested objectives in the program framework.

Revising or extending the student learning outcomes

Adjusting the semester credit hours of a course to be up 1 hour or down 1 hour (after informing the Mississippi Community College Board [MCCB] of the change)

APPENDIX C: COURSE CROSSWALK

Course Crosswalk Parts Marketing & Management CIP 52.1907 Vehicle and Vehicle Parts and Accessories Marketing Operations Note: Courses that have been added or changed in the 2021 curriculum are highlighted. Revised Existing **2015 MS Curriculum Framework 2021 MS Curriculum Framework** Course **Course Title** Hours Course **Course Title** Hours Number Number Orientation and Safety PMT 1113 Procedures 3 PMT 1113 **Orientation and Safety Procedures** 3 Catalog Information Systems 3 3 PMT 1313 PMT 1313 **Catalog Information Systems** PMT 1413 **Internal Operations** PMT 1413 **Internal Operations** 3 3 Added as an elective course MMT 1313 Selling 3 BOT 1213 Professional Development 3 Added as an elective course

APPENDIX D: RECOMMENDED TEXTBOOK LIST

| Recommended Textbook List CIP 52,1907 Vehicle and Vehicle Parts and Accessories Marketing Operations | | | | |
|--|-----------------------------|---------------------------|--|--|
| Book Title | Author(s) | ISBN | | |
| ASE Test Preparation - P2 Parts | Delmar Thomson Learning and | 111112714X | | |
| Specialist | Cengage Learning Delmar | 978111127145 | | |
| ASE Test Preparation - C1 Service | | | | |
| Consultant (Automotive Technician | | ISBN-13: 978-1111127121 | | |
| Certification) | Delmar Thomson Learning | ISBN-10: 9781111127121 | | |
| P1 Medium/HeavyDuty Truck Parts | | | | |
| Specialists: The Motor Age Training | | | | |
| Self-Study Guide for ASE | | | | |
| Certification Spiral-bound – | | ISBN 10: 193318020X | | |
| February 1, 2004 | Motor Age Training | ISBN 13: 10978-1933180205 | | |
| ASE C1 Practice Test and Study | | ISBN 10: 1934855456 | | |
| Guide | Motor Age Training | ISBN 13: 978-1934855454 | | |