

# 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 summer of 2015, the Office of Curriculum and Instruction (OCI) met with different industry members who made up the advisory committees for the Automotive Machinist Technology program. An industry questionnaire was used to gather feedback concerning the trends and needs, both current and future, of their field. Program faculty, administrators, and industry members were consulted regarding industry workforce needs and trends.

Industry advisory team members from colleges involved with this program were asked to give input related to changes to be made to the curriculum framework. Specific comments related to soft skills needed in this program include having a positive attitude, being at work every day and on time, and having reading and writing skills to complete work orders and other forms. Occupation-specific skills stated include knowing the fundamentals of an engine, basic parts of automobiles and medium/heavy trucks, and troubleshooting. Safety practices emphasized include practicing all safety rules and wearing the proper safety equipment when applicable.

Instructors from colleges throughout the state were also asked to give input on changes to be made to the curriculum framework.

The following changes were made to the Automotive Vehicles and Accessories Marketing Option curriculum at this revision writing meeting:

Adoption of national certification standards: The Automobile Service Excellence (ASE)-Parts Specialist standards.

### **Revision History:**

2008, Revised, Research and Curriculum Unit, Mississippi State University

2015, Revised, Office of Curriculum and Instruction, Mississippi Community College Board

# ADOPTION OF NATIONAL CERTIFICATION STANDARDS

The following national standards were adopted for the Parts Marketing and Management curriculum: The Automobile Service Excellence (ASE)-Parts Specialist standards.

The Board of Trustees of the National Automotive Technicians Education Foundation (NATEF) is responsible for accreditation of automotive (automobile, collision repair & refinish, medium/heavy truck) programs at secondary and post-secondary levels. NATEF will grant accreditation to programs that comply with the evaluation procedure, meet established standards, and adhere to the policies in this document. Program accreditation is under the direct supervision of the NATEF Board of Trustees and such personnel designated or employed by NATEF.

On January 1, 2011, NATEF assumed the role of accreditation of automotive programs as an extension of its role as the evaluation organization with the family of organizations of the National Institute for Automotive Service Excellence (ASE). The ASE standards for automobile program certification were introduced in 1982. Standards for collision repair & refinish programs were launched in 1989 and truck standards followed in 1992. NATEF's role in the process was to work with industry and education to update the standards on a regular basis and evaluate programs against those standards. Based on a positive evaluation, programs were "certified" by ASE for a period of five (5) years.

Both of the *ASE Parts Specialists Tests* are designed to address a different segment of this diverse business, so that candidates can choose the test most closely related to the work that they do.

The **Medium/Heavy Truck Parts Specialist Test (P1)** is designed to assess a candidate's knowledge of the skills necessary to work competently as a parts specialist in a wholesale, retail, or fleet environment. This test reflects the wide range of component systems that a parts specialist must be familiar with, as well as the communication, sales, and inventory management skills that are an important part of each parts specialist's job.

The **Automobile Parts Specialist Test (P2)** was developed in cooperation with the aftermarket wholesale and retail automobile parts industry to assess the knowledge of the skills necessary to work competently as a parts specialist at a retail or jobber parts store. Automobile parts specialists must possess knowledge about a wide range of vehicle component systems for all makes and models, as well as customer relations, sales, merchandising, vehicle identification, cataloging, and inventory management skills.

For more information related to implementing ASE Student Certification at your local campus, please visit <http://www.asestudentcertification.com>.

# INDUSTRY JOB PROJECTION DATA

Parts salesmen require an education level of moderate-term on-the-job training. There is expected to be a 7.16% increase in occupational demand at the regional level and a 6.89% increase at the state level. Median annual income for parts salesmen is \$28,121.60 at the regional and state level. A summary of occupational data from the State Workforce Investment Board Data Center is displayed below:

**Table 1: Education Level**

Program Occupations	Education Level
Parts salespersons	Moderate-term on-the-job training

**Table 2: Occupational Overview**

	Region	State	United States
2010 Occupational Jobs	1691	1857	200760
2020 Occupational Jobs	1812	1985	202351
Total Change	121	128	1591
Total % Change	7.16%	6.89%	0.79%
2010 Median Hourly Earnings	\$13.52	\$13.52	\$13.88
2010 Median Annual Earnings	\$28,121.60	\$28,121.60	\$28,870.40
Annual Openings	12	12	159

**Table 3: Occupational Breakdown**

Description	2010 Jobs	2020 Jobs	Annual Openings	2010 Hourly Earnings	2010 Annual Earnings 2,080 Work Hours
Parts salespersons	1691	1812	12	\$13.52	\$28,121.60
<b>TOTAL</b>	<b>1691</b>	<b>1812</b>	<b>12</b>	<b>\$13.52</b>	<b>\$28,121.60</b>

**Table 4: Occupational Change**

Description	Regional Change	Regional % Change	State % Change	National % Change
Parts salespersons	121	7.16%	6.89%	0.79%

## ARTICULATION

There are currently no secondary programs that will articulate to the Parts Marketing and Management program. Dual credit and local partnerships are encouraged.

## TECHNICAL SKILLS ASSESSMENT

The **Medium/Heavy Truck Parts Specialist Test (P1)** is designed to assess a candidate's knowledge of the skills necessary to work competently as a parts specialist in a wholesale, retail, or fleet environment. This test reflects the wide range of component systems that a parts' specialist must be familiar with, as well as the communication, sales, and inventory management skills that are an important part of each parts specialist's job.

The **Automobile Parts Specialist Test (P2)** was developed in cooperation with the aftermarket wholesale and retail automobile parts industry to assess the knowledge of the skills necessary to work competently as a parts specialist at a retail or jobber parts store. Automobile parts specialists must possess knowledge about a wide range of vehicle component systems for all makes and models, as well as customer relations, sales, merchandising, vehicle identification, cataloging, and inventory management skills.

*MCPAS Automotive Vehicles and Accessories Marketing Operations test*

**OR**

Automobile Parts Specialist Test (P2) for the Career certificate and Medium/Heavy Truck Parts Specialist Test (P1) for the Technical certificate.

Please check the MCCB site for the latest approved alternate assessments.

## ONLINE AND BLENDED LEARNING OPPORTUNITIES

Course content includes lecture and laboratory semester credit hours. Faculty members are encouraged to present lecture related content to students in an online or blended learning environment. Training related to online and blended learning will be available to faculty members through the MS Community College Board.

## INSTRUCTIONAL STRATEGIES

The ASE-Parts Specialist standards were adopted and provide instructional strategies to faculty members implementing the curriculum.

## ASSESSMENT STRATEGIES

The ASE-Parts Specialist standards were adopted and provide assessment strategies to faculty member implementing the curriculum. Additionally, performance tasks were included in course content when appropriate.



## 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, light duty, Included is the study of mathematical procedures related to business operation, engine theory and operation, automotive systems, 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 paper and electronic 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, a career certificate at 30 hours, a technical certificate at 45 hours, and an Associates of Applied Science degree in Parts Marketing and Management. Students completing this program are prepared for entry-level positions at any parts facility. 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

### Accelerated Integrated Career Pathway

			SCH Breakdown			Contact Hour Breakdown		Certification Information
Course Number	Course Name	Semester Credit Hours	Lecture	Lab	Total Contact Hours	Lecture	Lab	Certification Name
PMT 1114	Orientation and Safety Procedures	4	2	4	90	30	60	
PMT 1126	Operational Procedures	6	3	6	135	45	90	
PMT 1312	Catalog Information Systems	2		4	60		60	
	Electives	3						
	<b>Total</b>	<b>15</b>	<b>5</b>	<b>14</b>	<b>285</b>	<b>75</b>	<b>210</b>	

### Career Certificate

			SCH Breakdown			Contact Hour Breakdown		Certification Information
Course Number	Course Name	Semester Credit Hours	Lecture	Lab	Total Contact Hours	Lecture	Lab	Certification Name
PMT 1114	Orientation and Safety Procedures	4	2	4	90	30	60	<b>OSHA Certification, Forklift Operator Training</b>
PMT 1126	Operational Procedures	6	3	6	135	45	90	
PMT 1215	Automotive Systems I	5	2	6	120	30	90	<b>Automotive Parts Specialist Test (P2)</b>
PMT 1225	Automotive Systems II	5	2	6	120	30	90	
PMT 1312	Catalog Information Systems	2		4	60		60	
PMT 1414	Merchandising and Internal Operations	4	1	6	105	15	90	
PMT 1424	Inside Sales	4	1	6	105	15	90	
	<b>Total</b>	<b>30</b>	<b>11</b>	<b>36</b>	<b>735</b>	<b>165</b>	<b>540</b>	

### Technical Certificate

			SCH Breakdown			Contact Hour Breakdown		Certification Information
Course Number	Course Name	Semester Credit Hours	Lecture	Lab	Total Contact Hours	Lecture	Lab	Certification Name
PMT 2113	Customer Service	3	2	2	60	30	30	<b>Automobile Parts Specialist Test (P1)</b>
PMT 2123	Store Administration and Management	3	2	2	60	30	30	
PMT 2133	Inventory Management	3	2	2	60	30	30	
PMT 2923	Supervised Work Experience in Parts Marketing and Management	3	2	2	60	30	30	
	Instructor approved technical electives	3						

### General Education Core Courses

To receive the Associate of Applied Science Degree, a student must complete all of the required coursework found in the Career Certificate option, Technical Certificate option and a minimum of 15 semester hours of General Education Core. 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 or provided primarily within the last semester. Each community college will specify the actual courses that are required to meet the General Education Core Requirements for the Associate of Applied Science Degree at their college. The Southern Association of Colleges and Schools (SACS) Commission on Colleges Standard 2.7.3 from the Principles of Accreditation: Foundations for Quality Enhancement<sup>1</sup> describes the general education core.

Section 2.7.3 In each undergraduate degree program, the institution requires the successful completion of a general education component at the collegiate level that (1) is substantial component of each undergraduate degree, (2) ensures breadth of knowledge, and (3) is based on a coherent rationale. For degree completion in associate programs, the component constitutes a minimum of 15 semester hours or the equivalent. These credit hours are to be drawn from and include at least one course from the following areas: humanities/fine arts, social/behavioral sciences, and natural science/mathematics. The courses do not narrowly focus on those skills, techniques, and procedures specific to a particular occupation or profession.

<sup>1</sup>

Southern Association of Colleges and Schools Commission on Colleges. (2012). *The principles of accreditation: Foundations for quality enhancement*. Retrieved from <http://www.sacscoc.org/pdf/2012PrinciplesOfAccreditation.pdf>

**General Education Courses**

			SCH Breakdown			Contact Hour Breakdown		Certification Information
Course Number	Course Name	Semester Credit Hours	Lecture	Lab	Total Contact Hours	Lecture	Lab	Certification Name
	Humanities/Fine Arts	3						
	Social/Behavioral Sciences	3						
	Natural Science/Mathematics	3						
	Academic electives	6						
	<b>TOTAL</b>	<b>15</b>						

**Technical Electives**

			SCH Breakdown				Contact Hour Breakdown		
Course Number	Course Name	Semester Credit Hours	Lecture	Lab	Externship	Total Contact Hours	Lecture	Lab	Externship
MMT 1313	Selling	3							
MMT 2513	Entrepreneurship	3							
MMT 1323	Advertising	3							
BOT 1213	Personal and Professional Development	3							
BCSC 1113	Introduction to Computer Concepts	3							
BOT 1313	Applied Business math	3							
BOT 1433	Business Accounting	3							
PMT 192(1-6)	Supervised Work Experience in Parts Marketing and Management	1-6			3-18	45-270			45-270
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			45-135
	All other electives approved by instructor per local community college policy								

## PARTS MARKETING AND MANAGEMENT COURSES

**Course Number and Name:** PMT 1114 Orientation and Safety Procedures

**Description:** An orientation to the history of accessories marketing, job opportunities, 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
4	2	4	90

**Prerequisite:** Instructor approved

**Student Learning Outcomes:**

1. Discuss the history and job opportunities related to the various parts industry.
  - 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.
  - 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 and provide training for hydraulic hose manufacturing certification.

### ASE Medium/Heavy Truck P1 Certification

#### A. Communications Skills

1. Acknowledge and greet customer.
2. Listen to customer; collect information and identify customer's needs using specific information, and/or component fit and function.
3. Establish and maintain a cooperative relationship with customers, co-workers, and vendors.
4. Identify yourself to telephone customer; offer assistance.
5. Demonstrate transaction closing techniques.
6. Deal with angry/unsatisfied customer.
7. Know the internal communication network and department policies.
8. Follow up; keep customer informed on status of request.
9. Balance telephone and counter customer requests.
10. Project positive attitude and professional appearance.

**Course Number and Name:** PMT 1126 Operational Procedures

**Description:** These courses contain everyday operations in the various parts business, including proper business procedures, customer service, and sales procedures.

**Hour Breakdown:**

Semester Credit Hours	Lecture	Lab	Contact Hours
6	3	6	135

**Prerequisite:** Instructor Approved

**Student Learning Outcomes:**

1. Discuss proper business procedures to include store layout, security, and basic operations.
  - a. Describe and discuss the proper layout of the store and the importance of each store section.
  - b. Discuss and demonstrate store security and emergency procedures.
  - c. Introduce basic operation procedures, manually and electronically, to include part numbers and pricing, routine and non-routine items, catalogs, core tags, and invoices.
2. Identify characteristics related to customer service skills.
  - a. Outline and practice proper telephone skills.
  - b. Explain and practice proper counter skills for serving customers.
3. Discuss various sales procedures related to the parts business.
  - a. Prepare various sales tickets to include cash, charge, and credit memos.
  - b. Identify and apply procedures for figuring sales tax.
  - c. Discuss the importance of the factory representative to the parts business.

#### **ASE Standards Automobile Parts Specialist P2 Task List**

##### **A. General Operations**

1. Calculate discounts, selling prices, percentages, and pro-rated warranties.
2. Determine the need for special orders and/or handling charges.
3. Identify and convert units of measure.
4. Determine alphanumeric sequences.
5. Determine sizes with precision measuring tools and equipment.
6. Perform money transactions (cash, checks, credit and debit cards).
7. Perform sales and credit invoicing.
8. Interact with management and fellow employees.
9. Know the value of housekeeping skills (facility, work stations, and backroom).
10. Assist with employee and customer training.
11. Identify potential safety risks; demonstrate proper safety practices.
12. Identify proper handling of regulated and/or hazardous materials.
13. Identify potential security risks.
14. Identify parts industry terminology.
15. Know the value of company policies and procedures.
16. Know the basic functions of tools and equipment used in automotive service.

**Course Number and Name:** PMT 1215 Automotive Systems I

**Description:** These courses contain the function and identification of the power train, including engine, transmission, drive line, and axles.

**Hour Breakdown:**

Semester Credit Hours	Lecture	Lab	Contact Hours
5	2	6	120

**Prerequisite:** Instructor Approved

**Student Learning Outcomes:**

1. Demonstrate the identification and function of the parts of an engine.
  - a. Identify the three classifications of engines.
  - b. Identify and discuss the parts of an engine and their function.
2. Demonstrate the identification and function of the parts of a transmission.
  - a. Identify the two types of transmissions.
  - b. Identify and discuss the parts of the transmissions.
3. Demonstrate the identification and function of the parts of the drive line and axles.
  - a. Identify the types of drive lines and axles.
  - b. Identify and discuss the parts of the drive lines and the axles.
4. Demonstrate the function of the Global Navigational Satellite Systems (GNSS) and related technologies.

#### **ASE Standards Medium/Heavy Trucks P1 Task List**

##### **C. Vehicle Systems**

###### **1. Brakes**

1. Understand basic operation and function of air and hydraulic brake systems.
2. Determine type and manufacturer of brake components.
3. Identify proper shoe and lining/pad application.
4. Determine brake shoe/pad dimensions.
5. Inspect and evaluate brake shoe core condition.
6. Identify brake chamber type.
7. Identify air brake components.
8. Identify brake drum/rotor type.
9. Identify slack adjuster type and size.
10. Identify air compressor.
11. Identify air drier type.
12. Identify needed brake lines/hose sizes and types.
13. Identify wheel seals, bearings, and other wheel end components.
14. Identify brake valve types.
15. Identify hydraulic brake components.
16. Pursue related parts sales.
17. Be aware of relevant government regulations.
18. Identify ABS components.

###### **2. Drive Train**

1. Understand drive train system basic operation and function.
2. Identify clutch type, size, manufacturer, and customer application.
3. Identify clutch control linkage and components.



4. Identify transmission model number and serial number, speeds, and manufacturer.
5. Identify PTO drive type, size, and manufacturer as applicable.
6. Identify required fluid, type, and capacity.
7. Identify U-joint size, manufacturer, and type.
8. Identify propeller shaft components and manufacturer.
9. Identify model, manufacturer, ratio, and controls of drive axles.
10. Identify axle shaft types and sizes.
11. Pursue related parts sales.
12. Be aware of relevant government regulations.

## **ASE Standards Automobile Parts Specialist P2 Task List**

### **C. Vehicle Systems Knowledge**

#### **1. Engine Mechanical Parts**

1. Identify major components.
2. Identify component function and common reasons for replacement.
3. Identify related items.
4. Provide basic use, maintenance, installation, and warranty information.

#### **2. Cooling Systems**

1. Identify major components.
2. Identify component function and common reasons for replacement.
3. Identify related items.
4. Provide basic use, maintenance, installation, and warranty information.

#### **3. Fuel Systems**

1. Identify major components.
2. Identify component function and common reasons for replacement.
3. Identify related items.
4. Provide basic use, maintenance, installation, and warranty information.

#### **4. Ignition Systems**

1. Identify major components.
2. Identify component function and common reasons for replacement.
3. Identify related items.
4. Provide basic use, maintenance, installation, and warranty information.

#### **5. Exhaust Systems**

1. Identify major components.
2. Identify component function and common reasons for replacement.
3. Identify related items.
4. Provide basic use, maintenance, installation, and warranty information.

#### **6. Emissions Control System**

1. Identify major components.
2. Identify component function and common reasons for replacement.
3. Identify related items.
4. Provide basic use, maintenance, installation, and warranty information.

**Course Number and Name:** PMT 1225 Automotive Systems II

**Description:** This course includes the function and identification of automotive systems, including brake systems, cooling systems, electrical systems, heating and air conditioning systems, and suspension systems.

**Hour Breakdown:**

Semester Credit Hours	Lecture	Lab	Contact Hours
5	2	6	120

**Prerequisite:** Instructor approved

**Student Learning Outcomes:**

1. Demonstrate the identification and function of the parts of a brake system.
  - a. Identify the parts of the brake system.
  - b. Discuss the function of the brake system.
2. Demonstrate the identification and function of the parts of a cooling system.
  - a. Identify the parts of the cooling system.
  - b. Discuss the function of the cooling system.
3. Demonstrate the identification and function of the parts of an electrical system.
  - a. Identify the parts of the electrical system.
  - b. Discuss the function of the electrical system.
4. Demonstrate the identification and function of the parts of a heating and air conditioning system.
  - a. Identify the parts of the heating and air conditioning system.
  - b. Discuss the function of the heating and air conditioning system.
5. Demonstrate the identification and function of the parts of a suspension system.
  - a. Identify the parts of the suspension system.
  - b. Discuss the function of the suspension system.
6. Discuss and demonstrate product knowledge and paint mixing of various systems.
  - a. Identify the different paint finishes.
  - b. Identify the correct paint for a particular item being worked on.
  - c. Mix paint for a specific item.
7. Discuss and demonstrate the functions of the hydraulic systems.

**ASE Standards Medium/Heavy Trucks P1 Task List**

**C. Vehicle Systems**

**4. Suspension and Steering**

1. Understand suspension and steering system basic operation and function.
2. Identify type and manufacturer of steering components.
3. Identify front axle capacity and manufacturer.
4. Identify wheel seals and bearings.
5. Identify type, manufacturer, and model of front and rear suspension (air and spring) system(s) and components.
6. Identify rim/wheel manufacturer, type, and size.
7. Identify hub and stud manufacturer, type, and size.
8. Pursue related parts sales.

9. Be aware of relevant government regulations.

## **6. Engines**

### **a. General/Major Components**

1. Understand basic engine operation and function (mechanical and electrical).
2. Understand operation of engine starting aids and accessories.
3. Determine engine make, model, serial number, and arrangement/CPL/type number.
4. Identify standard or oversize components where applicable.
5. Identify exchange components and core return policies.
6. Pursue related parts sales.
7. Be aware of relevant government regulations.

### **b. Fuel System**

1. Understand fuel system basic operation and function.
2. Identify fuel system components and controls.
3. Identify type of fuel filter/water separator; identify elements.
4. Pursue related parts sales.
5. Be aware of relevant government regulations.

### **c. Cooling System**

1. Understand cooling system basic operation and function.
2. Identify cooling system components, controls, and fluids.
3. Identify type and operation of fan clutch and controls.
4. Identify belts, hoses, and related components.
5. Determine correct ratios of cooling system antifreeze, conditioners, and additives, including pre-charged elements.
6. Pursue related parts sales.
7. Be aware of relevant government regulations.

### **d. Lubrication System**

1. Understand lubrication system basic operation and function.
2. Identify lubrication system components, filter, and lubricant types.
3. Pursue related parts sales.
4. Be aware of relevant government regulations.

### **e. Air Induction and Exhaust Systems**

1. Understand air induction and exhaust system basic operation and function.
2. Identify turbocharger/supercharger manufacturer, model, and type.
3. Identify air induction, filtration, and exhaust system components.
4. Identify engine/exhaust braking system and components.
5. Pursue related parts sales.
6. Be aware of relevant government regulations.

## **ASE Standards Automobile Parts Specialist P2 Task List**

### **C. Vehicle Systems Knowledge**

#### **7. Manual Transmission/Transaxle**

1. Identify major components.
2. Identify component function and common reasons for replacement.
3. Identify basic related items.
4. Provide basic use, maintenance, installation, and warranty information.

#### **8. Automatic Transmission/Transaxle**

1. Identify major components.

2. Identify component function and common reasons for replacement.
3. Identify related items.
4. Provide basic use, maintenance, installation, and warranty information

**9. Drive Train Components (Includes driveshafts, half shafts, U-joints, CV joints, and four-wheel drive systems)**

1. Identify major components.
2. Identify component function and common reasons for replacement.
3. Identify related items.
4. Provide basic use, maintenance, installation, and warranty information.

**10. Brakes**

1. Identify major components.
2. Identify component function and common reasons for replacement.
3. Identify related items.
4. Provide basic use, maintenance, installation, and warranty information.

**11. Suspension and Steering**

1. Identify major components.
2. Identify component function and common reasons for replacement.
3. Identify related items.
4. Provide basic use, maintenance, installation, and warranty information.

**12. Heating and Air Conditioning**

1. Identify major components.
2. Identify component function and common reasons for replacement.
3. Identify related items.
4. Provide basic use, maintenance, installation, and warranty information.

**13. Electrical/Electronic Systems**

1. Identify major components.
2. Identify component function and common reasons for replacement.
3. Identify related items.
4. Provide basic use, maintenance, installation, and warranty information.

**14. Battery, Charging and Starting Systems**

1. Identify major components.
2. Identify component function and common reasons for replacement.
3. Identify related items.
4. Provide basic use, maintenance, installation, and warranty information.
5. Conduct basic battery tests.

**15. Miscellaneous**

1. Identify fastener thread types (SAE, USS, and metric).
2. Identify fastener thread diameter, pitch, and length.
3. Identify fastener type.
4. Identify fastener grade.
5. Identify fitting type.
6. Identify fitting sizes.
7. Identify basic body repair and refinishing materials and supplies.
8. Identify hose and tubing types and applications.
9. Determine hose and tubing size.
10. Recommend proper application and usage of chemicals and appearance products.

11. Recommend proper application and usage of vision and safety products.
12. Identify special application belts.
13. Recommend proper application and usage of aftermarket accessories

**Course Number and Name:** PMT 1312 Catalog Information Systems

**Description:** This course includes the hard copy, microfiche, and computerized catalogs. Also included are the writing of invoices, interpreting price sheets, and calculating discounts.

**Hour Breakdown:**

Semester Credit Hours	Lecture	Lab	Contact Hours
2		4	60

**Prerequisite:** Instructor approved

**Student Learning Outcomes:**

1. Utilize and interpret a hard copy, microfiche, and computerized catalog.
  - a. Explain the use of the hard copy, microfiche, and computerized catalog.
  - b. Demonstrate proper usage of the hard copy, microfiche, and computerized catalog.
  - c. 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.

**ASE Standards Automobile Parts Specialist P2 Task List**

**E. Catalog and Information Skills**

1. Determine proper sources to identify needed part(s).
2. Obtain and interpret additional information (footnote, illustration, etc.).
3. Utilize additional reference material (technical bulletins, interchange list, supplements, specification guides, internet sites, etc.)
4. Identify the terminology and abbreviations used in resources.
6. Perform catalog and information system maintenance.

**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 physical 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.
  - 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.
2. Demonstrate customer service skills.
  - a. Simulate telephone skills in handling various customer situations.
  - b. 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 auto parts store in the minds of customers.
  - b. Explain the ways displays, advertising, and product literature can benefit an auto 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

**ASE Standards Medium/Heavy Trucks P1 Task List**

**D. Inventory Management**

1. Report lost sales.
2. Verify accuracy of incoming and outgoing orders.
3. Perform physical inventory.
4. Report inventory discrepancies.
5. Handle special orders.
6. Perform proper core handling (i.e., accepting or declining cores, storage, and return).
7. Handle warranty returns.
8. Determine proper selling unit (each, pair, case, etc.) increment.
9. Handle broken kits, exchange parts, and returned items.
10. Maintain a safe and organized parts department.
11. Be aware of the value of analyzing inventory history.

## **ASE Standards Automobile Parts Specialist P2 Task List**

### **F. Inventory Management**

1. Report lost sales.
2. Verify incoming and outgoing merchandise.
3. Know the reasons for performing a physical inventory.
4. Identify the cause of, and report inventory discrepancies.
5. Know the reasons for, and perform stock rotation.
6. Handle special orders and outside purchases.
7. Perform proper core handling (i.e.: accepting or declining cores, storage, and return).
8. Handle and document warranty and new returns.
9. Determine proper order/selling unit (each, pair, case, etc.) increment.
10. Handle return of broken kits, special order parts, and exchange parts.
11. Account for store-use items.
12. Understand the concept of inventory turnover and the reasons for stock levels.

### **G. Merchandising**

1. Understand display strategy.
2. Price display products.
3. Inspect and maintain shelf quantities and condition.
4. Identify impulse, seasonal, and related items.
5. Utilize sales aids.



**Course Number and Name:** PMT 1424 Inside Sales

**Description:** This course includes sales skills using hard copy and computerized cataloging and pricing.

**Hour Breakdown:**

Semester Credit Hours	Lecture	Lab	Contact Hours
4	1	6	105

**Prerequisite:** Instructor approved

**Student Learning Outcomes:**

1. Demonstrate the six basic skills that apply to getting the right part for the customer.
  - a. Explain the six basic skills that apply to getting the right part for the customer.
  - b. Perform the six basic skills that apply to getting the right part for the customer.
2. Demonstrate the rules used in selling related parts, turning price calls into sales, and overcoming objections.
  - a. Explain the rules used in selling related parts, turning price calls into sales, and overcoming objections.
  - b. Simulate the rules in selling related parts, turning price calls into sales, and overcoming objections.
3. Demonstrate testing parts to include batteries, alternators, starters, voltage regulators, and control modules.
  - a. Discuss and describe safety and operating procedures related to testing batteries, alternators, starters, voltage regulators, and control modules.
  - b. Apply safety and operating procedures related to testing batteries, alternators, starters, voltage regulators, and control modules.
4. Demonstrate the proper procedures to assemble hydraulic hoses and resurface brakes, rotors, and drums.
  - a. Discuss and describe safety and operating procedures related to crimping machines and brake lathes.
  - b. Apply safety and operating procedures related to crimping machines and brake lathes.

#### **ASE Standards Medium/Heavy Trucks P1 Task List**

##### **B. Sales Skills**

1. Locate part group (breakdown); identify part number using both electronic and printed information resources.
2. Use cross reference/interchange parts lists; provide technical or product bulletins as required.
3. Check inventory; confirm availability of order.
4. Pursue related parts sales.
5. Inform customer about parts and service specials.
6. Provide product warranty information.
7. Explain features and benefits of alternative parts.
8. Identify customer's profile(s) and anticipated needs.
9. Provide remanufactured/exchange information; explain core value and policy.
10. Promote other company services.
11. Access internet resources.

#### **ASE Standards Automobile Parts Specialist P2 Task List**

##### **B. Customer Relations and Sales Skills**

1. Identify customer needs and skill level.
2. Handle customer complaints.
3. Provide information related to the sale, and warranty, return policy.
4. Handle the return of products; determine the difference between new, core, warranty, labor claim, and customer satisfaction returns.
5. Acknowledge/greet customer.
6. Demonstrate proper telephone skills.
7. Obtain pertinent product application information.
8. Present a knowledgeable and professional business image.
9. Recognize the importance of selling related items.
10. Identify product features and benefits.
11. Handle sales objections.
12. Balance telephone and in-store customers.
13. Promote store services and features.
14. Promote premium products.
15. Solve customer problems.
16. Close the sale.
17. Create an environment that encourages repeat customers.

#### **D. Vehicle Identification**

1. Locate and utilize the part ID number (VIN).
2. Locate production date.
3. Locate and utilize component identification data and specific build options.
4. Identify body styles and chassis configurations.
5. Utilize additional reference material for interpreting component information.
6. Locate paint code(s).

#### **E. Catalog and Information Skills**

1. Determine proper sources to identify needed part(s).
2. Obtain and interpret additional information (footnote, illustration, etc.).
3. Utilize additional reference material (technical bulletins, interchange list, supplements, specification guides, internet sites, etc.)
4. Identify the terminology and abbreviations used in resources.
6. Perform catalog and information system maintenance.

**Course Number and Name:**      **PMT 192(1-6)      Supervised Work Experience in Parts Marketing and Management**

**Description:**                      This course, which is a cooperative program between industry and education, is designed to integrate the student's technical studies with industrial experience. Variable credit is awarded on the basis of 1 semester hour per 45 industrial contact hours.

**Hour Breakdown:**

Semester Credit Hours	Lecture	Externship	Contact Hours
1		3	45
2		6	90
3		9	135
4		12	180
5		15	225
6		18	270

**Prerequisite:**                      Instructor Approved

**Student Learning Outcomes:**

1. Follow a set of instructor-written guidelines for the supervised work experience program.
2. Apply skills needed to be a viable member of the workforce.
  - a. Prepare a description of skills to be developed in the supervised work experience program.
  - b. Practice skills needed to be a viable member of the workforce.
3. Practice human relationship skills in the supervised work experience program.
4. Practice positive work habits, responsibilities, and ethics.
5. Develop written occupational objectives in the supervised work experience program.
6. Assess performance of occupational skills.
  - a. Prepare daily written assessments of work performance as specified in the occupational objectives.
  - b. Present weekly written reports to the instructor of activities performed and objectives accomplished.

**Course Number and Name:** PMT 2113 Customer Service

**Description:** An orientation to providing quality customer service. Students will learn how to relate positively to customers.

**Hour Breakdown:**

Semester Credit Hours	Lecture	Internship	Contact Hours
3	2	2	60

**Prerequisite:** Instructor approved

**Student Learning Outcomes:**

1. Become familiar with customers, including referring to them by name, remembering preferences and prejudices of regular customers, and keeping a record of all regular customers and their transactions.
2. Explain how the customer's image of self, counter personnel and store affect customer relations.
3. Explain how responding to a customer's needs improves customer relations.
4. Explain various aspects of counter courtesy, including eye contact, taking customers in turn, responding in a friendly manner, taking breaks out of sight, and remembering customer's needs.
5. Explain the necessary differences in communicating with the professional customer as opposed to the do-it-yourselfer.
6. Explain how to get pertinent information from any customer.
7. Explain how to handle difficult customers and situations, including inattentive customers, delinquent accounts, an angry customers.
8. Explain how to prevent and handle comebacks and complaints.
9. Explain the importance of good customer appreciation.
10. Explain how to handle telephone calls, including use of the "hold" button and time management.
11. Describe several extra services that the counterperson can provide to improve customer relations, including offering bags or boxes, handling a bulletin board, and sponsoring clinics.
12. Prevent shoplifting.
13. Explain the importance of following through with the customer to ensure their problem is solved.
14. Understanding the importance of escalating to the next level of management or steps in the customer service process.
15. Understand the importance of cross-functional sales and knowing what the service specialty is and leading customers to this option; promoting the company brand.

**Course Number and Name:** PMT 2123 Store Management and Leadership

**Description:** An orientation in providing students the knowledge and skills pertaining to managing the store operations and leading people.

**Hour Breakdown:**

Semester Credit Hours	Lecture	Lab	Contact Hours
3	2	2	60

**Prerequisite:** Instructor approved

**Student Learning Outcomes:**

1. Describe the management positions, including salary, fringe benefits, greater autonomy, authority, prestige, credibility, receiving firsthand information, satisfaction in success, and career advancement.
2. List several differences in exempt status of a management position.
3. List qualifications for management positions, including interest, competency, creativity, setting an example, and mental fortitude.
4. Explain preparations necessary before looking for a management position.
5. Explain the ways to find a management positions.
6. Explain questions a prospect should ask an interviewer before accepting a management position.
7. Explain the importance and use of sales records.
8. Explain the steps in building a counter team, including searching for, selecting, and interviewing a prospect.
9. Explain the types of training necessary for a new employee, including technical and sales training, inventory control, pricing, cash flow, displays, and productivity habits.
10. Explain the importance of the following management tips: hire good people, understand power, cut costs, watch Return on Investment (ROI), and prepare for changes.
11. Explain the importance of decision-making skills.
12. Understanding the leadership styles and identifying which type of leader he/she is.
13. Managing critical metrics.
14. Explain how to read financial statements pertinent to managing the business.
15. Explain the importance of effective communication.

**Course Number and Name:** PMT 2133 Inventory Management

**Description:** An application level course where students apply inventory management skills learned throughout the career certificate courses.

**Hour Breakdown:**

Semester Credit Hours	Lecture	Internship	Contact Hours
3	2	2	60

**Prerequisite:** Instructor approved

**Student Learning Outcomes:**

1. Apply the following inventory management techniques:
  - a. Report lost sales.
  - b. Verify incoming and outgoing merchandise.
  - c. Know the reasons for performing a physical inventory.
  - d. Identify the cause of, and report inventory discrepancies.
  - e. Know the reasons for, and perform stock rotation.
  - f. Handle special orders and outside purchases.
  - g. Perform proper core handling (i.e.: accepting or declining cores, storage, and return).
  - h. Handle and document warranty and new returns.
  - i. Determine proper order/selling unit (each, pair, case, etc.) increment.
  - j. Handle return of broken kits, special order parts, and exchange parts.
  - k. Account for store-use items.
  - l. Understand the concept of inventory turnover and the reasons for stock levels.
  - m. Understand operation metrics.

**Course Number and Name:** PMT 292(1-6) Supervised Work Experience in Parts Marketing and Management

**Description:** This course, which is a cooperative program between industry and education, is designed to integrate the student's technical studies with industrial experience. Variable credit is awarded on the basis of 1 semester hour per 45 industrial contact hours.

**Hour Breakdown:**

Semester Credit Hours	Lecture	Externship	Contact Hours
1		3	45
2		6	90
3		9	135
4		12	180
5		15	225
6		18	270

**Prerequisite:** Instructor Approved

**Student Learning Outcomes:**

1. Follow a set of instructor-written guidelines for the supervised work experience program.
2. Apply skills needed to be a viable member of the workforce.
  - a. Prepare a description of skills to be developed in the supervised work experience program.
  - b. Practice skills needed to be a viable member of the workforce.
3. Practice human relationship skills in the supervised work experience program.
4. Practice positive work habits, responsibilities, and ethics.
5. Develop written occupational objectives in the supervised work experience program.
6. Assess performance of occupational skills.
  - a. Prepare daily written assessments of work performance as specified in the occupational objectives.
  - b. Present weekly written reports to the instructor of activities performed and objectives accomplished.

## 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. Microfiche reader with tray (1/lab)
9. Scanning tool for reading bar codes (1/lab)

### 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)

## RECOMMENDED INSTRUCTIONAL AIDS

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

1. DVD player (1 per program)
2. Computer/printer (or tablet)
3. Go Pro
4. Automotive parts software with computerized cataloging
5. Accounting/Inventory software



# 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:
  - Career Certificate Required Course – A required course for all students completing a career certificate.
  - Technical Certificate Required Course – A required course for all students completing a technical certificate.
  - 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 course
- 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)