

Parts Marketing & Management

Milford Campus

Associate of Applied Science Degree, Diploma

Types of jobs available:

- Parts manager
- Warranty manager
- Service manager
- Service writer
- General manager
- Self-employed
- Factory representative
- Sales associate
- Merchandising representative
- Advertising representative
- Business office manager

Activities may include inventory control, computerized business systems and electronic cataloging, purchasing products, sales and marketing. The paid Cooperative Experience training offers students opportunities to establish vital contacts with individuals in the field for full-time employment.

Graduates are working in exciting careers in entrepreneurship, management, marketing, sales and service to customers in automotive, agriculture, aviation, industrial, construction, warehousing, or any other business that sells products. Many graduates continue their education in business, marketing and supervision.

Program overview

This program is located on the Milford Campus. Students focus in automotive, agriculture and construction equipment, implement, industrial, trucking and retail business, and in district management.

A flexible schedule on the Milford Campus is available. Please contact the program chair for more information.

For more information contact:

Dennis Medinger, Program Chair
402-761-8293, 800-933-7223 ext. 8293,
dmedinge@southeast.edu

or the College Admissions Office
Milford 402-761-8243, 800-933-7223 ext. 8243

Credit Hours Required for Graduation:

- **Diploma:** 88.0
- **Associate of Applied Science:** 110.5

Admission to the Parts Marketing & Management program begins in the fall and winter quarters, but students may enroll early and begin taking General Education or the other required non-PDSM classes before fall.

Parts Marketing & Management Requirements:

Course offerings and prerequisites will be determined by the program.

Diploma Core Courses:

COURSE#	COURSE TITLE	CREDIT HRS
PDSM1120	Nomenclature I	12.0
PDSM1131	Aftermarket Cataloging & Obsolescence I	5.5
PDSM1221	Nomenclature II	4.0
PDSM1222	Dealership Cataloging & Obsolescence II	6.0
PDSM1223	Service Writer, Warranty Policies, and Tools	3.0
PDSM1226	Counter Sales & Operations	2.0
PDSM1321	Parts Management & Advanced Counter Operations	3.0
PDSM1325	Merchandising & Advertising	4.0
PDSM1327	Customer Sales & Relations	3.5
PDSM1339	Agriculture/Construction Cataloging	6.0
PDSM1901	Cooperative Experience	12.0

Advisor Approved Electives:

BSAD1010	Microsoft Applications I	4.5
BSAD2270	Professional Selling	4.5
BSAD2520	Principles of Marketing	4.5
OFFT1310	Office Accounting	4.5

Diploma General Education Requirements:

ENGL1010	Composition I	4.5
SPCH1110	Public Speaking	4.5

88.0 hours

A.A.S. Core Classes:

	(Diploma classes 88.0)	
BSAD2400	Principles of Retailing	4.5
BSAD2540	Principles of Management	4.5

A.A.S. Additional General Education Classes:

MATH1040	Business Math	4.5
ECON1200	Personal Finance	4.5
BSAD1050	Introduction to Business	4.5
		22.5 hours

Students wishing to take advanced level or alternate courses to meet the College's General Education requirements should contact their program advisor to ensure that the course/s meet the program requirements.

This SCC program is affiliated with ASE

