

# Parts Marketing and Management

Associate of Applied Science Degree     Diploma

## TYPES OF JOBS AVAILABLE:

- Parts manager
- Warranty manager
- Service manager
- Service writer
- General manager
- Self-employed
- Factory representative
- Counter sales person
- 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 internship offers students opportunities to establish vital contacts with individuals in the field for full-time employment.

Graduates are working in careers in 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

The program is available only at the Milford Campus. Students focus in automotive, agriculture implement, industrial, trucking and retail business, and in district management.

## FOR MORE INFORMATION CONTACT:

Dennis Medinger, Program Chair  
402-761-8293, 800-933-7223 x8293, dmedinge@southeast.edu  
or the College Admissions Office  
Milford 402-761-8243, 800-933-7223 x8243

## MILFORD CAMPUS

### 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 terms, but students may enroll early and begin taking General Education or the other required non-PDSM classes before fall.



Course list for General Education requirements on page 65.

## PARTS MARKETING AND 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
PDSM1428	Cooperative Education	12.0

### ADVISOR APPROVED ELECTIVES:

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

### DIPLOMA GENERAL EDUCATION REQUIREMENTS:

ENGL1000	Written Communications	4.5
SPCH1110	Public Speaking	4.5
		<b>88.0 hours</b>

### 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
PSYC1250	Interpersonal Relations	4.5
		<b>22.5 hours</b>

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

