

You can now enroll in Northwood University's automotive marketing and management courses without seeking a Bachelor's degree!!

Classes are taught one night a week - eight week format. Contact the Northwood University center for more information

Automotive Marketing & Management Course Descriptions

AM 2640 Dealership Variable Operations 3 credits

Study of the vital role successful new and used vehicle departments play in the profitability of American franchise automobile dealerships. Topics covered include selection and motivation of employees, directing the sales staffs, evaluating advertising media basics, sales promotion, facilities planning, inventory control, maximizing inventory turn methods, wholesaling practices, trade-in appraising, vehicle reconditioning for retail sales, and the role of auctions in maintaining proper inventory balance.

AM 2650 Dealership Fixed Operations 3 credits

Study of the management of the mechanical service department, the body shop department, and the parts department of American franchised automobile dealers. This class will emphasize repair order generation and control, shop utilization, scheduling of work, employee selection and motivation, technician productivity and efficiency, body shop estimating techniques, and dealing with insurance companies. This course will also emphasize the relationship between the parts and service departments, retail counter sales, wholesale parts sales, inventory ordering and turn, stock and non-stock parts numbers, level of service, stock order performance, and part phase-in/phase-out criteria.

AM 3630 Dealership Accounting 3 credits

Focuses on the application of the basic accounting principles to the retail automobile dealership. Transactions are traced from the source documents through the accounting records into the financial statements. Students will prepare and analyze all standard dealership operating and reporting documents.

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Automotive Marketing & Management Course Descriptions (continued)

AM 3650 Dealership Legal Issues/Finance and Insurance 3 credits

A review of the many federal, state, and local regulatory agencies and laws dealerships must respond to including the Internal Revenue Service, state and local Departments of Revenue, Federal Trade Commission, Fair Labor Standards Act, Truth in Advertising, Truth in Lending, OSHA, EPA, and other agencies. Also includes an in-depth study of the dealership finance and insurance departments, with special emphasis on products offered in these departments and the profit potential.

AM 3990 Internship 3 credits

The internship (400 hours of paid employment) is designed to provide the student with supervised on-the-job training. A contract between the college, student, and employer provides the groundwork. Objectives, evaluations, written log, and a study of the organization are designed to provide a realistic learning experience.

*Prerequisite: 30 credit hours completed**

AM 4650 Dealership Financial Statement Analysis 3 credits

Discusses the importance of employing sound business and financial practices in the operation of a profitable automobile dealership. This class will discuss topics such as sound credit practices, insurance requirements, inventory control, wholesale and retail financing practices, and budgeting and forecasting techniques. This class will concentrate on studying in-depth the dealership financial statement, examining it by use of established ratios and percentages and other analytical tools, in order to make sound business decisions.

*Prerequisite: 90 credit hours completed**

AM 4670 Dealership General Management 3 credits

A capstone course for automotive marketing & management which includes a study of current retail marketing and management enterprises, inventory control, personnel management, customer care, and financial controls, as well as a review of the function and management of each of the five basic dealership departments. This course will utilize the ERA computer system to evaluate critical dealership operational and financial performance.

*Prerequisite: 90 credit hours completed**

**Contact Northwood University Representative at Cerritos to discuss your dealership experience lever in order to determine if class level is appropriate.*