

Title: VEHICLE AND VEHICLE PARTS AND ACCESSORIES MARKETING

Code: 52.1907

Career Cluster: Marketing, Sales & Service

Certification Required	Certification Method	Occupational	Occupational Competency Evaluation
Career and Technical/Instructional 2600	Career and Technical-Instructional (non-degree program)	Auto Parts Counterman 2004	Retail Merchandising

Description: An instructional program that prepares individuals to become employable in auto parts distribution establishments. Students learn to perform operations connected with the distribution and sale of replacement parts and other end-use supplies, prepare purchase orders, order parts, store purchased parts in storeroom bins, issue parts on request, maintain records of parts received and issued and inventory parts periodically. This program includes instruction in wholesaling and retailing, customer sales and service skills and principles of sales forecasting.

Notes: