

Florida Department of Education
CURRICULUM FRAMEWORK

Program Title: Marketing, Merchandising, and Parts Operations
Occupational Area: Marketing

	<u>Secondary</u>	<u>PSAV</u>
Program Numbers	8809100	M812031
CIP Number	0208.120302	0208.120302
Grade Level	9-12, 30, 31	30, 31
Length	9 Credits	1350 Hours
Certification	RETAILING @7 G MKTG 1 @2 TEACH CDE @7 WHOLESALE @7 G MKTG MGMT @7 G	RETAILING @7 G MKTG 1 @2 TEACH CDE @7 DIST ED @7 WHOLESALE @7 G MKTG MGMT @7 G
CTSO	DECA	DEX
Coop Method	Yes	Yes
Basic Skills		
Math		9
Language		9
Reading		9

- I. **MAJOR CONCEPTS/CONTENT:** The purpose of this nine credit program is to prepare students for employment in parts operations, marketing, sales, and service occupations such as salesperson, delivery specialist, stock clerk, billing clerk, bookkeeping, parts specialist, inventory control clerk, purchasing agent, and manager.

The content includes, but is not limited to, risk management, marketing math, equipment operations, marketing and business fundamentals, communications, human relations, advertising, sales promotion, sales, customer relations, obtaining and maintaining employment, delivery operations, warehouse operations, billing operations, accounts receivable and payable, cataloging, parts systems, components and their functions, automotive systems parts sales, inventory control, purchasing, and management.

Listed below are the twelve courses that comprise this program when offered at the secondary level:

8809108 - Retail Essentials	1 cr/150 hrs
8809101 - Delivery Operations	.5 cr/75 hrs
8809102 - Warehousing Operations	1 cr/150 hrs
8809103 - Billing Operations	.5 cr/75 hrs
8809104 - Parts Accounting Operations	1 cr/150 hrs
8809107 - Cataloging Operations	.5 cr/75 hrs
8809109 - Parts Specialist 1	.5 cr/75 hrs
8809110 - Parts Specialist 2	1 cr/150 hrs
8809111 - Parts Specialist 3	1 cr/150 hrs
8809105 - Inventory Control Operations	.5 cr/75 hrs
8809106 - Purchasing Operations	.5 cr/75 hrs
8809112 - Marketing Management Operations	1 cr/150 hrs

After the completion of the program, excluding Marketing Managerial Operations, and one year on the job, the student will be prepared to register for the Parts Specialist certification examination sponsored by the National Institute for Automotive Service Excellence (ASE) for either Automobile Parts Specialist or Medium/Heavy Truck Parts Specialist.

II. **LABORATORY ACTIVITIES**: Laboratory activities are an integral part of this program. For the laboratory activities to be meaningful, facilities must be adequate for classroom, sales and display areas, laboratory, and storage should be provided. Computers and a delivery vehicle are recommended for hands-on experiences.

III. **SPECIAL NOTE**: DECA, "An Association of Marketing Students" (secondary), and Delta Epsilon Chi, "An Association of Marketing Students" (post secondary), are the appropriate career and technical student organizations for providing leadership training and for reinforcing specific career and technical skills. Career and Technical Student Organizations, when provided, shall be an integral part of the career and technical instructional program, and the activities of such organizations are defined as part of the curriculum in accordance with Rule 6A-6.065 (8), FAC.

Cooperative training (OJT), 8800410/M899990/0208.999CP, or Guided Workplace-Learning, 8300430/D886300/1098.8630CP, are highly recommended to use with this program as a work-based learning experience. When OJT is offered, each student is required to have a training agreement and a training plan, signed by the student, parent/guardian, teacher/coordinator, and employer. The training plan shall include a diverse list of instructional objectives and on-the-job and in-school learning experiences. The workstation shall reflect equipment, skills, and tasks relevant to the occupation the student has chosen as a career goal. The student must receive compensation for work performed.

When Guided Workplace-Learning is offered, the student is allowed to work a maximum of 450 hours and must participate, with the work-based learning site supervisor, in a preplacement conference. A work-based learning plan must be developed to include the learning objectives, methods of learning, activities/responsibilities, time required, provisions for supervision, and method(s) of student evaluation. Students must also meet a minimum of once per week for the purpose of related instruction and developmental activities. Employment may be either paid or unpaid. (For additional information consult the Guided Workplace-Learning framework.)

It is highly recommended that for every 20 students (or portion thereof) enrolled in Marketing OJT and/or Guided Workplace-Learning, the teacher/coordinator be given a minimum of one hour of OJT-coordination release time per day for the purposes of visiting students on the job and managing the cooperative method of instruction.

The teacher/coordinator should visit each training site for the purpose of observation a minimum of once during each grading period, preferably while the student is actually working. A second contact each grading period for the purpose of evaluating the

student's progress in attaining the competencies listed in the work-based learning plan/training plan is highly recommended.

In accordance with Rule 6A-10.040, FAC, the minimum basic-skills grade levels required for adult vocational students to exit this program are: Mathematics 9.0, Language 9.0, Reading 9.0. These grade-level numbers correspond to grade-equivalent scores obtained on one of the state-designated basic-skills examinations. If a student does not meet the basic-skills level required for completion of the program, remediation should be provided concurrently through Vocational Preparatory Instruction (VPI). Please refer to the Rule for exemptions.

When a secondary student with a disability is enrolled in a vocational class with modifications to the curriculum framework, the particular outcomes and student performance standards that the student must master to earn credit must be specified on an individual basis. The job or jobs for which the student is being trained should be reflected in the student's desired postschool outcome statement on the Transition Individual Educational Plan (Transition IEP).

SCANS Competencies: Instructional strategies for this program must include methods that require students to identify, organize, and use resources appropriately; to work with each other cooperatively and productively; to acquire and use information; to understand social, organizational, and technological systems; and to work with a variety of tools and equipment. Instructional strategies must also incorporate methods to improve students' personal qualities, higher-order critical thinking skills, and problem-solving, technical, and literacy skills.

To be transferable statewide between institutions, this program/course must have been reviewed, and a "transfer value" assigned the curriculum content by the appropriate Statewide Course Numbering System discipline committee. This does not preclude institutions from developing specific program or course articulation agreements with each other.

When offered at the postsecondary adult vocational level, this program may be offered in courses. Vocational credit shall be awarded to the student on a transcript in accordance with Section 230.643 F.S.

- IV. **INTENDED OUTCOMES:** After successfully completing appropriate course(s) for each occupational completion point of this program, the student will be able to perform the following:

OCCUPATIONAL COMPLETION POINT - DATA CODE - A
SALES REPRESENTATIVE - Industry Title

- 01.0 Demonstrate risk management skills.
- 02.0 Demonstrate basic marketing math skills.
- 03.0 Demonstrate basic marketing equipment operations.
- 04.0 Identify marketing and business fundamentals.
- 05.0 Demonstrate communication and human relations skills.
- 06.0 Demonstrate principles of advertising and sales promotion.
- 07.0 Demonstrate sales and customer relation's techniques.
- 08.0 Demonstrate employability skills.

OCCUPATIONAL COMPLETION POINT - DATA CODE - B

DRIVER/SALES WORKERS- OES Code 97117

09.0 Demonstrate delivery operations skills.

OCCUPATIONAL COMPLETION POINT - DATA CODE - C

STOCK CLERKS - WAREHOUSE - OES Code 58023

10.0 Demonstrate warehouse operations.

OCCUPATIONAL COMPLETION POINT - DATA CODE - D

BILLING CLERK - OES Code 55344

11.0 Demonstrate billing operations skills.

OCCUPATIONAL COMPLETION POINT - DATA CODE - E

BOOKKEEPING, ACCOUNTING, AND AUDITING CLERK - OES Code 55338

12.0 Demonstrate accounts receivable skills.

13.0 Demonstrate accounts payable skills.

OCCUPATIONAL COMPLETION POINT - DATA CODE - F

CLERK, PARTS - Industry Title

14.0 Research parts data and technical information.

15.0 Demonstrate automotive specialty parts sales skills.

16.0 Demonstrate parts service skills.

OCCUPATIONAL COMPLETION POINT - DATA CODE - G

PARTS SPECIALIST - Industry Title

17.0 Identify parts systems, components, and their functions.

18.0 Research automotive systems parts.

19.0 Demonstrate automotive systems parts sales.

OCCUPATIONAL COMPLETION POINT - DATA CODE - H

INVENTORY CONTROL CLERK - DOT 222.387-026

20.0 Demonstrate inventory control operations.

OCCUPATIONAL COMPLETION POINT - DATA CODE - I

PURCHASING AGENT - OES Code 21308A

21.0 Demonstrate purchasing operations skills.

OCCUPATIONAL COMPLETION POINT - DATA CODE - J

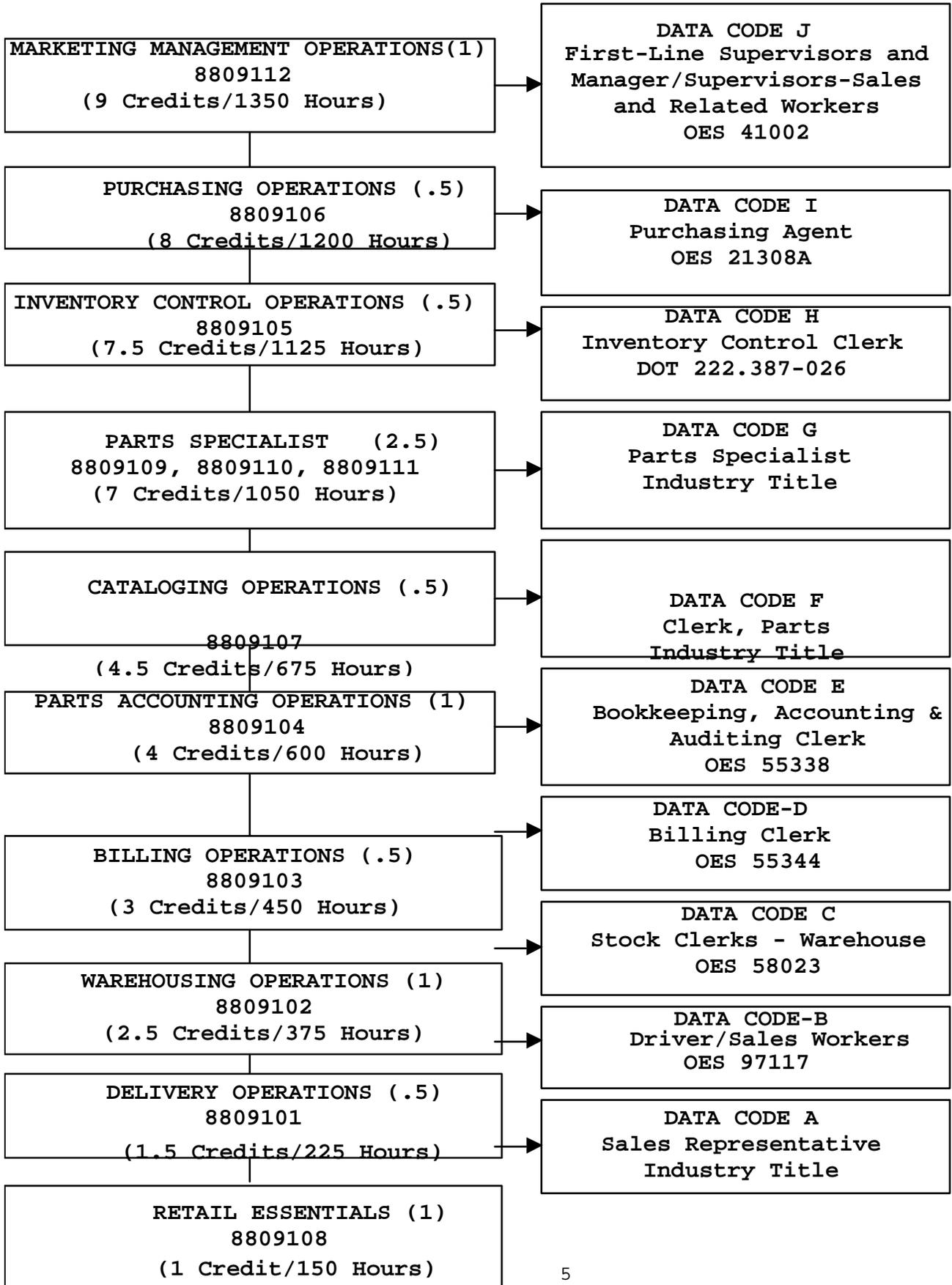
FIRST-LINE SUPERVISORS AND MANAGER/SUPERVISORS-SALES AND RELATED WORKERS - OES Code 41002

22.0 Demonstrate management and supervision techniques.

23.0 Research career opportunities in the industry.

MARKETING, MERCHANDISING, AND PARTS OPERATIONS

8809100/M812031/0208.120302



Florida Department of Education
STUDENT PERFORMANCE STANDARDS

Program Title: Marketing, Merchandising, and Parts Operations
Secondary Number: 8809100
Postsecondary Number: M812031

OCCUPATIONAL COMPLETION POINT - DATA CODE - A

SALES REPRESENTATIVE - INDUSTRY TITLE

- 01.0 DEMONSTRATE RISK MANAGEMENT SKILLS--The student will be able to:
- 01.01 Identify school rules and policies (e.g., fire evacuation plans, code of conduct, financial aid opportunities).
 - 01.02 Identify program objectives and requirements to reach occupational completion points and certificate prerequisites.
 - 01.03 Discuss the importance of testing and grading procedures.
 - 01.04 Identify, discuss, and demonstrate safe lifting procedures.
 - 01.05 Identify and discuss the laws and procedures for disposing of hazardous wastes.
 - 01.06 Identify safety and accident prevention procedures.
 - 01.07 Identify and discuss clean and orderly storing techniques.
 - 01.08 Identify and discuss appropriate dress and grooming for employment.
 - 01.09 Identify and discuss the purpose and importance of an accident prevention plan.
 - 01.10 Identify and discuss workplace safety and health guidelines.
 - 01.11 Demonstrate safety and accident prevention techniques.
 - 01.12 Discuss state and federal labor laws regulating the workplace.
- 02.0 DEMONSTRATE BASIC MARKETING MATH SKILLS--The student will be able to:
- 02.01 Calculate mark-ups, mark-downs, and discounts.
 - 02.02 Read and interpret charts and graphs.
 - 02.03 Identify the importance and purpose of product codes.
 - 02.04 Write and communicate product codes according to industry standards.
 - 02.05 Calculate county and state sales taxes.
 - 02.06 Demonstrate mastery of the 10-key keyboard.
 - 02.07 Discuss sales terminal opening and closing procedures.
 - 02.08 Demonstrate ability to provide customer with proper change.
 - 02.09 Identify check, credit card, and debit card payments and procedures.
 - 02.10 Demonstrate sales calculations (e.g., cash, discount, C.O.D., returns).
 - 02.11 Interpret sales receipts.
 - 02.12 Discuss refund procedures and policies.
- 03.0 DEMONSTRATE BASIC MARKETING EQUIPMENT OPERATIONS--The student will be able to:

- 03.01 Demonstrate techniques for making a positive first impression.
 - 03.02 Identify techniques for placing, answering, holding, and transferring telephone calls.
 - 03.03 Identify and demonstrate procedures for recording and relaying accurate messages.
 - 03.04 Demonstrate ability to use telephone to gather information.
 - 03.05 Demonstrate ability to use telephone book as a resource.
 - 03.06 Discuss uses of a fax machine.
 - 03.07 Demonstrate ability to send and receive fax documents.
 - 03.08 Identify procedures for operating and maintaining imaging equipment.
 - 03.09 Identify and discuss imaging feeder, sorter, and collating procedures.
 - 03.10 Process single and multiple copies using manual and automated methods.
 - 03.11 Identify and discuss imaging maintenance procedures.
 - 03.12 Identify labeling applications and fonts.
 - 03.13 Identify characteristics of labeling ribbon.
 - 03.14 Identify single and multi-line labeling applications.
 - 03.15 Demonstrate ability to change labeling ribbon.
 - 03.16 Enter and proofread typed labeling data.
 - 03.17 Demonstrate use of labeling machine.
- 04.0 IDENTIFY MARKETING AND BUSINESS FUNDAMENTALS--The student will be able to:
- 04.01 Discuss concept of economic goods and services.
 - 04.02 Discuss concept of economic resources and activities.
 - 04.03 Discuss concept of utility and supply and demand.
 - 04.04 Identify and discuss relationship of government and business.
 - 04.05 Identify and discuss concepts of private enterprise, business ownership, profit, risk, competition, and productivity.
 - 04.06 Identify major components of gross national product.
 - 04.07 Identify and explain major types of economic systems.
 - 04.08 Identify and explain functions of business and relationship between business and society.
 - 04.09 Identify categories of business activity (e.g., extractive, agriculture, manufacturing, processing, construction, distribution, and service).
 - 04.10 Identify types of business ownership and compare and contrast their advantages and disadvantages.
 - 04.11 Identify and discuss ethics in business.
 - 04.12 Identify and discuss functions of business and channels of distribution.
 - 04.13 Identify and discuss elements of the marketing mix.
- 05.0 DEMONSTRATE COMMUNICATION AND HUMAN RELATIONS SKILLS--The student will be able to:
- 05.01 Identify and apply effective communication: verbal, nonverbal, written, and electronic.
 - 05.02 Describe effective staff communication and its uses: inter-personal, departmental, inter-departmental, and company.
 - 05.03 Demonstrate ability to read and comprehend written communications.

- 05.04 Identify a variety of forms of written business communications utilized in the workplace.
 - 05.05 Prepare a business letter, memorandum, fax, and e-mail.
 - 05.06 Demonstrate ability to speak effectively to customers/clients, co-workers, supervisors, and vendors using proper grammar and terminology.
 - 05.07 Discuss importance of developing networking skills to expand business contacts.
 - 05.08 Prepare and deliver a business-related presentation.
 - 05.09 Demonstrate active listening strategies that improve understanding and performance.
 - 05.10 Describe positive customer relations.
 - 05.11 Demonstrate conflict resolution techniques.
 - 05.12 Identify means of nonverbal communication.
 - 05.13 Demonstrate effective telephone and e-mail techniques and etiquette/netiquette in a business situation.
 - 05.14 Discuss methods of resolving customer complaints.
 - 05.15 Interpret business policies to customers/clients.
 - 05.16 Discuss importance of providing clear directions, descriptions, and explanations.
 - 05.17 Demonstrate ability to locate, understand, interpret information found in trade journals, manuals, graphs, schedules, charts, diagrams, and Internet resources.
 - 05.18 Identify types of technology and equipment used in the workplace.
- 06.0 DEMONSTRATE PRINCIPLES OF ADVERTISING AND SALES PROMOTIONS--The student will be able to:
- 06.01 Identify purpose, importance, and techniques of advertising.
 - 06.02 Identify purpose, importance, and techniques of sales promotions.
 - 06.03 Identify and discuss the nine elements of design (e.g., color, materials, interior architecture, illusion, landscaping, music, signage, attention to detail, general exterior).
 - 06.04 Identify and discuss the elements of an advertisement (e.g., headline, copy, illustration).
 - 06.05 Discuss target markets and their importance in advertising and sales promotions.
 - 06.06 Identify advertising design techniques and their applications.
 - 06.07 Create sales, holiday, and seasonal advertisements using accepted computer design techniques.
 - 06.08 Identify the purpose and importance of displays.
 - 06.09 Identify and discuss effective display techniques.
 - 06.10 Discuss the importance and purpose of cleaning and maintaining displays.
 - 06.11 Plan and construct an effective sales display.
- 07.0 DEMONSTRATE SALES AND CUSTOMER RELATION'S TECHNIQUES--The student will be able to:
- 07.01 Identify the purpose and importance of selling.
 - 07.02 Identify qualities of a professional sales associate.
 - 07.03 Identify, discuss, and demonstrate the steps in the selling process.
 - 07.04 Identify and discuss the roles of sales associates and customers.

- 07.05 Describe techniques for identifying customer needs, wants, and/or problems.
 - 07.06 Explain techniques for determining customer merchandise and/or service interests.
 - 07.07 Explain methods of observation that can be used to obtain customers' surname.
 - 07.08 Discuss importance and methods of customer follow-up (e.g., client file).
 - 07.09 Model methods of resolving customer complaints.
 - 07.10 List abilities and qualities customers expect from sales associates.
 - 07.11 Demonstrate ability to create accessory sales.
 - 07.12 Identify and discuss importance and purpose of store policies as they relate to customer service.
 - 07.13 Role-play appropriate customer greetings.
 - 07.14 Describe how an employee represents the firm to customers.
 - 07.15 Explain techniques to balance responsive telephone service with in-store service.
- 08.0 DEMONSTRATE EMPLOYABILITY SKILLS --The student will be able to:
- 08.01 Identify and utilize resources used in a job search (e.g., newspaper, Internet, networking). LA.A.1.4.2, LA.A.1.4.3, LA.A.1.4.4, LA.A.2.4.4, LA.A.2.4.8
 - 08.02 Discuss importance of drug tests and criminal background checks in identifying possible employment options. LA.C.1.4.1, LA.C.1.4.3, LA.C.3.4.2
 - 08.03 Identify steps in the job application process including arranging for references and proper documentation (e.g., green card). LA.B.2.4.2
 - 08.04 Identify procedures and complete documents required when applying for a job (e.g., application, W-4, I-9). LA.B.1.4.3, LA.B.2.4.3
 - 08.05 Prepare a resume (electronic and traditional), cover letter, letter of application, follow-up letter, acceptance/rejection letter, letter of resignation, and letter of recommendation. LA.B.1.4.3, LA.B.2.4.3
 - 08.06 Demonstrate appropriate dress and grooming for employment.
 - 08.07 Demonstrate effective interviewing skills (e.g., behavioral). LA.C.3.4.4, LA.C.3.4.2, LA.C.1.4.3
 - 08.08 Describe methods for handling illegal interview and application questions. LA.C.1.4.4
 - 08.09 Discuss state and federal labor laws regulating the workplace (e.g., Child Labor Law, sexual harassment, EEOC, ADA, FMLA). LA.C.1.4.1, LA.C.1.4.3, LA.C.3.4.2
 - 08.10 Identify positive work attitudes and behaviors such as honesty, compassion, respect, responsibility, fairness, trustworthiness, and caring. LA.A.1.4.3
 - 08.11 Describe importance of producing quality work and meeting performance standards. LA.A.2.4.4
 - 08.12 Identify personal and business ethics (e.g., preventing theft, pilfering, and unauthorized discounting). LA.D.1.4.2
 - 08.13 Demonstrate orderly and systematic behavior by creating and maintaining a monthly planner. LA.B.2.4.1
 - 08.14 Identify qualities typically required for promotion (e.g., productivity, dependability, responsibility). LA.A.1.4.3
 - 08.15 Identify how to prepare for job separation and re-employment.
 - 08.16 Create and maintain a career portfolio (e.g., resume, letters of recommendation, awards, evidence of participation

in school/community/volunteer activities, employer evaluations). LA.B.1.4.3, LA.B.2.4.3, LA.B.2.4.2

OCCUPATIONAL COMPLETION POINT - DATA CODE - B

DRIVER/SALES WORKERS - OES 97117

09.0 DEMONSTRATE DELIVERY OPERATIONS SKILLS--The student will be able to:

- 09.01 Identify and discuss importance, purpose, and characteristics of delivery operations.
- 09.02 Identify delivery documents (e.g., packing slips, invoices, freight bills, return forms, pick-up tickets).
- 09.03 List procedures for processing delivery documents.
- 09.04 Identify delivery vehicle maintenance requirements and limitations.
- 09.05 Inspect vehicle, perform minor maintenance, report maintenance problems, and maintain delivery vehicle according to industry standards.
- 09.06 Plan, prepare, and perform daily pick-up and delivery activities.
- 09.07 Verify ordered merchandise.
- 09.08 Process merchandise for return to supplier.
- 09.09 Identify and discuss cores and their importance.
- 09.10 Identify and discuss keyboarding techniques necessary for the delivery process.

OCCUPATIONAL COMPLETION POINT - DATA CODE - C

STOCK CLERKS - WAREHOUSE - OES 58023

10.0 DEMONSTRATE WAREHOUSE OPERATIONS--The student will be able to:

- 10.01 Identify and discuss the characteristics of stockkeeping and warehouse operations.
- 10.02 Identify and discuss the importance and purpose of warehouse operations.
- 10.03 Identify warehouse documents (e.g., pick tickets, special orders, inventory forms).
- 10.04 Discuss and analyze computerized warehouse data.
- 10.05 Describe procedures for using computerized warehouse data.
- 10.06 Identify and discuss stockkeeping methods and fundamentals.
- 10.07 Receive, inspect, price, and stock incoming merchandise.
- 10.08 Verify packing slips and rotate stock.
- 10.09 Perform a physical inventory.
- 10.10 Apply basic computer systems operations.
- 10.11 Explain channels of distribution.
- 10.12 Display and interpret inventory screens.
- 10.13 Send and receive e-mail.
- 10.14 Create a computerized document.
- 10.15 Analyze computerized warehouse data.
- 10.16 Describe delivery and warehouse operations supervisory skills.

OCCUPATIONAL COMPLETION POINT - DATA CODE - D

BILLING CLERK (PARTS) - OES 55344

11.0 DEMONSTRATE BILLING OPERATIONS SKILLS--The student will be able to:

- 11.01 Identify and discuss importance, purpose, and characteristics of billing operations.
- 11.02 Identify, discuss, and demonstrate bill filing methods and procedures according to industry standard.
- 11.03 Explain requirements for opening work orders.
- 11.04 Open work orders using customer given information.
- 11.05 Maintain work orders accounting information.
- 11.06 Close work orders using parts department and technician information.
- 11.07 Verify, audit, and file work order documents.

OCCUPATIONAL COMPLETION POINT - DATA CODE - E

BOOKKEEPING, ACCOUNTING, AND AUDITING CLERK - OES 55338

12.0 DEMONSTRATE ACCOUNTS RECEIVABLE SKILLS--The student will be able to:

- 12.01 Identify and discuss characteristics of a career in accounts receivable.
- 12.02 Identify and discuss importance and purpose of accounts receivable.
- 12.03 Identify and list documents used in the accounts receivable department.
- 12.04 Verify and process pricing documents.
- 12.05 Create and process computerized invoices and credit memos.
- 12.06 Explain accounts receivable filing methods and procedures.
- 12.07 Verify and file accounts receivable records.
- 12.08 Run and analyze accounts receivable reports.
- 12.09 Run and analyze customer statement reports.
- 12.10 Perform customer statements functions.

13.0 DEMONSTRATE ACCOUNTS PAYABLE SKILLS--The student will be able to:

- 13.01 Identify and discuss characteristics of a career in accounts payable.
- 13.02 Identify and discuss importance and purpose of accounts payable.
- 13.03 Identify and list documents used in accounts payable department.
- 13.04 Identify methods to maintain a clean and orderly work area.
- 13.05 Identify, discuss, and demonstrate manual general ledger procedures.
- 13.06 Identify, discuss, and demonstrate computerized general ledger procedures.
- 13.07 Identify and discuss methods to reconcile computerized daily accounts payable.
- 13.08 Demonstrate reconciling computerized daily accounts payable.
- 13.09 Identify and discuss methods to reconcile computerized monthly accounts payable.
- 13.10 Demonstrate reconciling computerized monthly accounts payable.

OCCUPATIONAL COMPLETION POINT - DATA CODE - F

CLERK, PARTS - INDUSTRY TITLE

14.0 RESEARCH PARTS DATA AND TECHNICAL INFORMATION--The student will be able to:

- 14.01 Identify the purpose and importance of cataloging systems.

- 14.02 Identify product manufacturers and their types of catalogs.
 - 14.03 Identify procedures for setting up and maintaining a catalog rack.
 - 14.04 Identify manual, systematic procedures for locating specific part numbers.
 - 14.05 Demonstrate ability to use manual catalogs and interchanges to locate specific part numbers.
 - 14.06 Identify computerized, systematic procedures for locating specific part numbers.
 - 14.07 Demonstrate ability to use an automated cataloging system to locate specific part numbers.
 - 14.08 Demonstrate use of interchange lists and line cards.
 - 14.09 Identify computerized cataloging system maintenance and update procedures.
 - 14.10 Identify methods to call in special orders and stock orders.
 - 14.11 List steps to identify manufacturer and supplier for specific parts.
 - 14.12 Articulate quantities, numbers, and manufacturers of parts according to numerical language.
 - 14.13 Demonstrate ability to call in and fax special and stock orders.
- 15.0 DEMONSTRATE AUTOMOTIVE SPECIALTY PARTS SALES SKILLS--The student will be able to:
- 15.01 Identify types of automotive basic tools.
 - 15.02 Identify types of automotive fasteners.
 - 15.03 Identify and discuss appropriate applications for specific tools.
 - 15.04 Identify and discuss appropriate applications for specific automotive fasteners.
- 16.0 DEMONSTRATE PARTS SERVICE SKILLS--The student will be able to:
- 16.01 Identify standard and metric measurements.
 - 16.02 Identify procedures for using metric devices.
 - 16.03 Identify inside and outside diameters.
 - 16.04 Read standard and metric measurements.
 - 16.05 Measure automotive belts using an industry approved belt measurer.
 - 16.06 Measure inside and outside diameters of hoses.
 - 16.07 Demonstrate use of a micrometer, t-bar, and ruler.
 - 16.08 Identify automotive component testing operational procedures.
 - 16.09 Identify types of testing equipment.
 - 16.10 Demonstrate operation of testing equipment (e.g., battery tester, alternator testor, starter testor, voltage regulator testor).
 - 16.11 Identify, discuss, and demonstrate procedures for refinishing brake drums.
 - 16.12 Identify, discuss, and demonstrate procedures for refinishing rotors.
- OCCUPATIONAL COMPLETION POINT - DATA CODE - G**
PARTS SPECIALIST - Industry Title
- 17.0 IDENTIFY PARTS SYSTEMS, COMPONENTS, AND THEIR FUNCTIONS--The student will be able to:

- 17.01 Identify operating fundamentals of fuel systems, their parts, and their function.
 - 17.02 Identify operating fundamentals of emission control systems, their parts, and their function.
 - 17.03 Identify operating fundamentals of exhaust systems, their parts, and their function.
 - 17.04 Identify operating fundamentals of heating and cooling systems, their parts, and their function.
 - 17.05 Identify operating fundamentals of air conditioning systems, their parts, and their function.
 - 17.06 Identify operating fundamentals of electrical systems, their parts, and their function.
 - 17.07 Identify operating fundamentals of electrical accessory systems, their parts, and their function.
 - 17.08 Identify operating fundamentals of ignition systems, their parts, and their function.
 - 17.09 Identify operating fundamentals of engine systems, their parts, and their function.
 - 17.10 Identify operating fundamentals of brake systems, their parts, and their function.
 - 17.11 Identify operating fundamentals of steering and suspension systems, their parts, and their function.
 - 17.12 Identify operating fundamentals of power train systems, their parts, and their function.
- 18.0 RESEARCH AUTOMOTIVE SYSTEMS PARTS--The student will be able to:
- 18.01 Analyze customer parts requests.
 - 18.02 Identify steps to research part numbers using manual and computerized cataloging, interchanges, and price sheets.
 - 18.03 Research fuel systems part numbers.
 - 18.04 Research emission control systems part numbers.
 - 18.05 Research exhaust systems part numbers.
 - 18.06 Research heating and cooling systems part numbers.
 - 18.07 Research air conditioning systems part numbers.
 - 18.08 Research electrical systems part numbers.
 - 18.09 Research electrical accessory systems part numbers.
 - 18.10 Research ignition systems part numbers.
 - 18.11 Research engine systems part numbers.
 - 18.12 Research brake systems part numbers.
 - 18.13 Research steering and suspension systems part numbers.
 - 18.14 Research power train systems part numbers.
- 19.0 DEMONSTRATE AUTOMOTIVE SYSTEMS PARTS SALES--The student will be able to:
- 19.01 Demonstrate fuel systems parts, using suggestive selling.
 - 19.02 Demonstrate emission control systems parts, using suggestive selling.
 - 19.03 Demonstrate exhaust systems parts using suggestive selling.
 - 19.04 Demonstrate heating and cooling systems using suggestive selling.
 - 19.05 Demonstrate air conditioning systems using suggestive selling.
 - 19.06 Demonstrate electrical systems using suggestive selling.
 - 19.07 Demonstrate electrical accessory systems using suggestive selling.
 - 19.08 Demonstrate ignition systems using suggestive selling.
 - 19.09 Demonstrate engine systems using suggestive selling.
 - 19.10 Demonstrate brake systems using suggestive selling.

- 19.11 Demonstrate steering and suspension systems using suggestive selling.
- 19.12 Demonstrate power train systems using suggestive selling.

OCCUPATIONAL COMPLETION POINT - DATA CODE - H

INVENTORY CONTROL CLERK - DOT 222.387-026

20.0 DEMONSTRATE INVENTORY CONTROL OPERATIONS--The student will be able to:

- 20.01 Identify the purpose and importance of inventory control.
- 20.02 Identify characteristics of inventory control operations.
- 20.03 Identify inventory fastpaths and their purposes.
- 20.04 Identify and explain various inventory reports.
- 20.05 Prepare and analyze various inventory reports.
- 20.06 Discuss inventory control equipment maintenance procedures.
- 20.07 Enter product and vendor data using a computer system.
- 20.08 Run and analyze product line and vendor's reports using a computer system.
- 20.09 Maintain automated inventory file and parts data.
- 20.10 Describe importance of maintaining current price sheet information.
- 20.11 Describe process to obtain current price sheets.
- 20.12 Verify current manufacturer pricing and price sheets.
- 20.13 Maintain automated pricing data.
- 20.14 Read and interpret price sheets.
- 20.15 Demonstrate periodic inventory procedures using an automated system.

OCCUPATIONAL COMPLETION POINT - DATA CODE - I

PURCHASING AGENT - OES 21308A

21.0 DEMONSTRATE PURCHASING OPERATIONS SKILLS--The student will be able to:

- 21.01 Identify the purpose and importance of purchasing procedures.
- 21.02 Describe characteristics of purchasing operations.
- 21.03 Discuss the purpose and importance of analyzing sales potential.
- 21.04 Identify life span and demand for individual parts.
- 21.05 Analyze sales potential of parts and supplies using historical data.
- 21.06 Identify and discuss steps to conduct an Internet search for parts information.
- 21.07 Conduct an Internet research project involving the parts industry.
- 21.08 Identify and discuss specific purchase order control reports.
- 21.09 Generate and control computerized purchase orders.
- 21.10 Demonstrate ability to buy parts and supplies using an automated system.
- 21.11 Identify responsibilities of a back office supervisor.
- 21.12 Evaluate new products for sales potential.
- 21.13 Identify and use inventory classifications.
- 21.14 Maintain effective business communications with supervisors, co-workers, and industry representatives.

- 21.15 Recommend solutions to inventory control and purchasing problems.
- 21.16 Demonstrate ability to supervise inventory management.

OCCUPATIONAL COMPLETION POINT - DATA CODE - J

FIRST-LINE SUPERVISORS AND MANAGER/SUPERVISORS-SALES AND RELATED WORKERS - OES 41002

22.0 DEMONSTRATE MANAGEMENT AND SUPERVISION TECHNIQUES--The student will be able to:

- 22.01 Identify and discuss managerial/supervisory functions.
- 22.02 Identify and discuss the roles and responsibilities of a manager/supervisor.
- 22.03 Identify and discuss qualities of effective leaders.
- 22.04 Identify and demonstrate employee motivational techniques.
- 22.05 Identify and demonstrate leadership skills.
- 22.06 Identify and demonstrate time management techniques.
- 22.07 Identify and demonstrate training techniques.
- 22.08 Identify and demonstrate team-building techniques.
- 22.09 Conduct a training session.
- 22.10 Identify and demonstrate management communication techniques.
- 22.11 Conduct a business meeting.
- 22.12 Identify and demonstrate problem-solving techniques.
- 22.13 Identify project planning and implementation techniques.
- 22.14 Demonstrate the ability to develop and implement a project plan.
- 22.15 Identify and demonstrate effective human resource management techniques.
- 22.16 Identify and demonstrate management techniques to promote a productive workforce.
- 22.17 Demonstrate ability to manage employee functions.
- 22.18 Demonstrate ability to manage business operations.
- 22.19 Demonstrate ability to supervise sales functions.
- 22.20 Demonstrate ability to manage a business enterprise.
- 22.21 Demonstrate ability to manage employees.
- 22.22 Evaluate business problems and implement solutions.
- 22.23 Analyze business performance and profit/loss statement.

23.0 RESEARCH CAREER OPPORTUNITIES IN THE INDUSTRY--The student will be able to:

- 23.01 Describe purpose and importance of career objectives.
- 23.02 Identify individual interests, strengths, and weaknesses in relation to a career.
- 23.03 Identify characteristics of selected careers (e.g., salary, working conditions, education requirements, career ladders, technology requirements).
- 23.04 Identify steps to research, gather, and analyze career data.
- 23.05 Prepare a career research plan for a selected career.
- 23.06 Establish realistic career employment goals.

**Florida Department of Education
STUDENT PERFORMANCE STANDARDS**

Course Number: 8809108
Course Title: Retail Essentials
Course Credit: 1

COURSE DESCRIPTION:

The purpose of this course is to develop the competencies essential to parts marketing. These competencies include human relations, employability skills, communication, math, and economic skills. The fundamentals of marketing and selling are also included. After successful completion of this course, the student will have attained **Occupational Completion Point - Data Code A, Sales Representative - Industry Title**

01.0 DEMONSTRATE RISK MANAGEMENT SKILLS--The student will be able to:

- 01.01 Identify school rules and policies (e.g., fire evacuation plans, code of conduct, financial aid opportunities).
- 01.02 Identify program objectives and requirements to reach occupational completion points and certificate prerequisites.
- 01.03 Discuss the importance of testing and grading procedures.
- 01.04 Identify, discuss, and demonstrate safe lifting procedures.
- 01.05 Identify and discuss the laws and procedures for disposing of hazardous wastes.
- 01.06 Identify safety and accident prevention procedures.
- 01.07 Identify and discuss clean and orderly storing techniques.
- 01.08 Identify and discuss appropriate dress and grooming for employment.
- 01.09 Identify and discuss the purpose and importance of an accident prevention plan.
- 01.10 Identify and discuss workplace safety and health guidelines.
- 01.11 Demonstrate safety and accident prevention techniques.
- 01.12 Discuss state and federal labor laws regulating the workplace.

02.0 DEMONSTRATE BASIC MARKETING MATH SKILLS--The student will be able to:

- 02.01 Calculate mark-ups, mark-downs, and discounts.
- 02.02 Read and interpret charts and graphs.
- 02.03 Identify the importance and purpose of product codes.
- 02.04 Write and communicate product codes according to industry standards.
- 02.05 Calculate county and state sales taxes.
- 02.06 Demonstrate mastery of the 10-key keyboard.
- 02.07 Discuss sales terminal opening and closing procedures.
- 02.08 Demonstrate ability to provide customer with proper change.
- 02.09 Identify check, credit card, and debit card payments and procedures.
- 02.10 Demonstrate sales calculations (e.g., cash, discount, C.O.D., returns).
- 02.11 Interpret sales receipts.
- 02.12 Discuss refund procedures and policies.

03.0 DEMONSTRATE BASIC MARKETING EQUIPMENT OPERATIONS--The student will be able to:

- 03.01 Demonstrate techniques for making a positive first impression.
- 03.02 Identify techniques for placing, answering, holding, and transferring telephone calls.
- 03.03 Identify and demonstrate procedures for recording and relaying accurate messages.
- 03.04 Demonstrate ability to use telephone to gather information.
- 03.05 Demonstrate ability to use telephone book as a resource.
- 03.06 Discuss uses of a fax machine.
- 03.07 Demonstrate ability to send and receive fax documents.
- 03.08 Identify procedures for operating and maintaining imaging equipment.
- 03.09 Identify and discuss imaging feeder, sorter, and collating procedures.
- 03.10 Process single and multiple copies using manual and automated methods.
- 03.11 Identify and discuss imaging maintenance procedures.
- 03.12 Identify labeling applications and fonts.
- 03.13 Identify characteristics of labeling ribbon.
- 03.14 Identify single and multi-line labeling applications.
- 03.15 Demonstrate ability to change labeling ribbon.
- 03.16 Enter and proofread typed labeling data.
- 03.17 Demonstrate use of labeling machine.

04.0 IDENTIFY MARKETING AND BUSINESS FUNDAMENTALS--The student will be able to:

- 04.01 Discuss concept of economic goods and services.
- 04.02 Discuss concept of economic resources and activities.
- 04.03 Discuss concept of utility and supply and demand.
- 04.04 Identify and discuss relationship of government and business.
- 04.05 Identify and discuss concepts of private enterprise, business ownership, profit, risk, competition, and productivity.
- 04.06 Identify major components of gross national product.
- 04.07 Identify and explain major types of economic systems.
- 04.08 Identify and explain functions of business and relationship between business and society.
- 04.09 Identify categories of business activity (e.g., extractive, agriculture, manufacturing, processing, construction, distribution, and service).
- 04.10 Identify types of business ownership and compare and contrast their advantages and disadvantages.
- 04.11 Identify and discuss ethics in business.
- 04.12 Identify and discuss functions of business and channels of distribution.
- 04.13 Identify and discuss elements of the marketing mix.

05.0 DEMONSTRATE COMMUNICATION AND HUMAN RELATIONS SKILLS--The student will be able to:

- 05.01 Identify and apply effective communication: verbal, nonverbal, written, and electronic.

- 05.02 Describe effective staff communication and its uses: inter-personal, departmental, inter-departmental, and company.
 - 05.03 Demonstrate ability to read and comprehend written communications.
 - 05.04 Identify a variety of forms of written business communications utilized in the workplace.
 - 05.05 Prepare a business letter, memorandum, fax, and e-mail.
 - 05.06 Demonstrate ability to speak effectively to customers/clients, co-workers, supervisors, and vendors using proper grammar and terminology.
 - 05.07 Discuss importance of developing networking skills to expand business contacts.
 - 05.08 Prepare and deliver a business-related presentation.
 - 05.09 Demonstrate active listening strategies that improve understanding and performance.
 - 05.10 Describe positive customer relations.
 - 05.11 Demonstrate conflict resolution techniques.
 - 05.12 Identify means of nonverbal communication.
 - 05.13 Demonstrate effective telephone and e-mail techniques and etiquette/netiquette in a business situation.
 - 05.14 Discuss methods of resolving customer complaints.
 - 05.15 Interpret business policies to customers/clients.
 - 05.16 Discuss importance of providing clear directions, descriptions, and explanations.
 - 05.17 Demonstrate ability to locate, understand, interpret information found in trade journals, manuals, graphs, schedules, charts, diagrams, and Internet resources.
 - 05.18 Identify types of technology and equipment used in the workplace.
- 06.0 DEMONSTRATE PRINCIPLES OF ADVERTISING AND SALES PROMOTIONS--The student will be able to:
- 06.01 Identify purpose, importance, and techniques of advertising.
 - 06.02 Identify purpose, importance, and techniques of sales promotions.
 - 06.03 Identify and discuss the nine elements of design (e.g., color, materials, interior architecture, illusion, landscaping, music, signage, attention to detail, general exterior).
 - 06.04 Identify and discuss the elements of an advertisement (e.g., headline, copy, illustration).
 - 06.05 Discuss target markets and their importance in advertising and sales promotions.
 - 06.06 Identify advertising design techniques and their applications.
 - 06.07 Create sales, holiday, and seasonal advertisements using accepted computer design techniques.
 - 06.08 Identify the purpose and importance of displays.
 - 06.09 Identify and discuss effective display techniques.
 - 06.10 Discuss the importance and purpose of cleaning and maintaining displays.
 - 06.11 Plan and construct an effective sales display.
- 07.0 DEMONSTRATE SALES AND CUSTOMER RELATION'S TECHNIQUES--The student will be able to:
- 07.01 Identify the purpose and importance of selling.
 - 07.02 Identify qualities of a professional sales associate.

- 07.03 Identify, discuss, and demonstrate the steps in the selling process.
- 07.04 Identify and discuss the roles of sales associates and customers.
- 07.05 Describe techniques for identifying customer needs, wants, and/or problems.
- 07.06 Explain techniques for determining customer merchandise and/or service interests.
- 07.07 Explain methods of observation that can be used to obtain customers' surname.
- 07.08 Discuss importance and methods of customer follow-up (e.g., client file).
- 07.09 Model methods of resolving customer complaints.
- 07.10 List abilities and qualities customers expect from sales associates.
- 07.11 Demonstrate ability to create accessory sales.
- 07.12 Identify and discuss importance and purpose of store policies as they relate to customer service.
- 07.13 Role-play appropriate customer greetings.
- 07.14 Describe how an employee represents the firm to customers.
- 07.15 Explain techniques to balance responsive telephone service with in-store service.

08.0 DEMONSTRATE EMPLOYABILITY SKILLS --The student will be able to:

- 08.01 Identify and utilize resources used in a job search (e.g., newspaper, Internet, networking). LA.A.1.4.2, LA.A.1.4.3, LA.A.1.4.4, LA.A.2.4.4, LA.A.2.4.8
- 08.02 Discuss importance of drug tests and criminal background checks in identifying possible employment options. LA.C.1.4.1, LA.C.1.4.3, LA.C.3.4.2
- 08.03 Identify steps in the job application process including arranging for references and proper documentation (e.g., green card). LA.B.2.4.2
- 08.04 Identify procedures and complete documents required when applying for a job (e.g., application, W-4, I-9). LA.B.1.4.3, LA.B.2.4.3
- 08.05 Prepare a resume (electronic and traditional), cover letter, letter of application, follow-up letter, acceptance/rejection letter, letter of resignation, and letter of recommendation. LA.B.1.4.3, LA.B.2.4.3
- 08.06 Demonstrate appropriate dress and grooming for employment.
- 08.07 Demonstrate effective interviewing skills (e.g., behavioral). LA.C.3.4.4, LA.C.3.4.2, LA.C.1.4.3
- 08.08 Describe methods for handling illegal interview and application questions. LA.C.1.4
- 08.09 Discuss state and federal labor laws regulating the workplace (e.g., Child Labor Law, sexual harassment, EEOC, ADA, FMLA). LA.C.1.4.1, LA.C.1.4.3, LA.C.3.4.2
- 08.10 Identify positive work attitudes and behaviors such as honesty, compassion, respect, responsibility, fairness, trustworthiness, and caring. LA.A.1.4.3
- 08.11 Describe importance of producing quality work and meeting performance standards. LA.A.2.4.4
- 08.12 Identify personal and business ethics (e.g., preventing theft, pilfering, and unauthorized discounting). LA.D.1.4.2
- 08.13 Demonstrate orderly and systematic behavior by creating and maintaining a monthly planner. LA.B.2.4.1

- 08.14 Identify qualities typically required for promotion (e.g., productivity, dependability, responsibility). LA.A.1.4.3
- 08.15 Identify how to prepare for job separation and re-employment.
- 08.16 Create and maintain a career portfolio (e.g., resume, letters of recommendation, awards, evidence of participation in school/community/volunteer activities, employer evaluations). LA.B.1.4.3, LA.B.2.4.3, LA.B.2.4.2

Florida Department of Education
STUDENT PERFORMANCE STANDARDS

Course Number: 8809101
Course Title: Delivery Operations
Course Credit: .5

COURSE DESCRIPTION:

This course is designed to develop the fundamental competencies necessary to effectively and safely deliver automotive parts. Topics include planning and delivery activities, pick up and delivery of merchandise, and delivery vehicle maintenance. Supervisory skills related to delivery operations are included. After successful completion of this course, the student will have attained **Occupational Completion Point - Data Code B, Driver/Sales Workers - OES 97117.**

09.0 DEMONSTRATE DELIVERY OPERATIONS SKILLS--The student will be able to:

- 09.01 Identify and discuss importance, purpose, and characteristics of delivery operations.
- 09.02 Identify delivery documents (e.g., packing slips, invoices, freight bills, return forms, pick-up tickets).
- 09.03 List procedures for processing delivery documents.
- 09.04 Identify delivery vehicle maintenance requirements and limitations.
- 09.05 Inspect vehicle, perform minor maintenance, report maintenance problems, and maintain delivery vehicle according to industry standards.
- 09.06 Plan, prepare, and perform daily pick-up and delivery activities.
- 09.07 Verify ordered merchandise.
- 09.08 Process merchandise for return to supplier.
- 09.09 Identify and discuss cores and their importance.
- 09.10 Identify and discuss keyboarding techniques necessary for the delivery process.

Florida Department of Education
STUDENT PERFORMANCE STANDARDS

Course Number: 8809102
Course Title: Warehousing Operations
Course Credit: 1

COURSE DESCRIPTION:

This course is designed to develop competencies necessary for the correct performance of warehousing operations skills. Topics include analyzing data, organizing the stockroom, and receiving and inspecting incoming merchandise. Supervisory skills related to warehouse operations are included. After successful completion of this course, the student will have attained **Occupational Completion Point - Data Code C, Stock Clerks, Warehouse - OES 58023.**

10.0 DEMONSTRATE WAREHOUSE OPERATIONS--The student will be able to:

- 10.01 Identify and discuss the characteristics of stockkeeping and warehouse operations.
- 10.02 Identify and discuss the importance and purpose of warehouse operations.
- 10.03 Identify warehouse documents (e.g., pick tickets, special orders, inventory forms).
- 10.04 Discuss and analyze computerized warehouse data.
- 10.05 Describe procedures for using computerized warehouse data.
- 10.06 Identify and discuss stockkeeping methods and fundamentals.
- 10.07 Receive, inspect, price, and stock incoming merchandise.
- 10.08 Verify packing slips and rotate stock.
- 10.09 Perform a physical inventory.
- 10.10 Apply basic computer systems operations.
- 10.11 Explain channels of distribution.
- 10.12 Display and interpret inventory screens.
- 10.13 Send and receive e-mail.
- 10.14 Create a computerized document.
- 10.15 Analyze computerized warehouse data.
- 10.16 Describe delivery and warehouse operations supervisory skills.

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Florida Department of Education
STUDENT PERFORMANCE STANDARDS

Course Number: 8809103
Course Title: Billing Operations
Course Credit: .5

COURSE DESCRIPTION:

This course is designed to develop competencies necessary for the correct processing of work orders. Topics include filing, opening, recording, and closing work orders. Auditing work order skills are included. After successful completion of this course, the student will have attained **Occupational Completion Point - Data Code D, Billing Clerk - OES 55344.**

11.0 DEMONSTRATE BILLING OPERATIONS SKILLS--The student will be able to:

- 11.01 Identify and discuss importance, purpose, and characteristics of billing operations.
- 11.02 Identify, discuss, and demonstrate bill filing methods and procedures according to industry standard.
- 11.03 Explain requirements for opening work orders.
- 11.04 Open work orders using customer given information.
- 11.05 Maintain work orders accounting information.
- 11.06 Close work orders using parts department and technician information.
- 11.07 Verify, audit, and file work order documents.

**Florida Department of Education
STUDENT PERFORMANCE STANDARDS**

Course Number: 8809104
Course Title: Parts Accounting Operations
Course Credit: 1

COURSE DESCRIPTION:

This course is designed to develop competencies necessary for accurate computer accounting of inventory. Topics include both accounts receivable and accounts payable duties. After successful completion of this course, the student will have attained **Occupational Completion Point - Data Code E, Bookkeeping, Accounting, and Auditing Clerk (Parts) - OES 55338.**

- 12.0 DEMONSTRATE ACCOUNTS RECEIVABLE SKILLS--The student will be able to:
- 12.01 Identify and discuss characteristics of a career in accounts receivable.
 - 12.02 Identify and discuss importance and purpose of accounts receivable.
 - 12.03 Identify and list documents used in the accounts receivable department.
 - 12.04 Verify and process pricing documents.
 - 12.05 Create and process computerized invoices and credit memos.
 - 12.06 Explain accounts receivable filing methods and procedures.
 - 12.07 Verify and file accounts receivable records.
 - 12.08 Run and analyze accounts receivable reports.
 - 12.09 Run and analyze customer statement reports.
 - 12.10 Perform customer statements functions.
- 13.0 DEMONSTRATE ACCOUNTS PAYABLE SKILLS--The student will be able to:
- 13.01 Identify and discuss characteristics of a career in accounts payable.
 - 13.02 Identify and discuss importance and purpose of accounts payable.
 - 13.03 Identify and list documents used in accounts payable department.
 - 13.04 Identify methods to maintain a clean and orderly work area.
 - 13.05 Identify, discuss, and demonstrate manual general ledger procedures.
 - 13.06 Identify, discuss, and demonstrate computerized general ledger procedures.
 - 13.07 Identify and discuss methods to reconcile computerized daily accounts payable.
 - 13.08 Demonstrate reconciling computerized daily accounts payable.
 - 13.09 Identify and discuss methods to reconcile computerized monthly accounts payable.
 - 13.10 Demonstrate reconciling computerized monthly accounts payable.

Florida Department of Education
STUDENT PERFORMANCE STANDARDS

Course Number: 8809107
Course Title: Cataloging Operations
Course Credit: .5

COURSE DESCRIPTION:

This course is designed to develop competencies necessary for effective customer service and sales. Topics include automotive specialty parts, sales functions, and customer service duties. After successful completion of this course, the student will have attained **Occupational Completion Point - Data Code F, Clerk, Parts - Industry Title.**

14.0 RESEARCH PARTS DATA AND TECHNICAL INFORMATION--The student will be able to:

- 14.01 Identify the purpose and importance of cataloging systems.
- 14.02 Identify product manufacturers and their types of catalogs.
- 14.03 Identify procedures for setting up and maintaining a catalog rack.
- 14.04 Identify manual, systematic procedures for locating specific part numbers.
- 14.05 Demonstrate ability to use manual catalogs and interchanges to locate specific part numbers.
- 14.06 Identify computerized, systematic procedures for locating specific part numbers.
- 14.07 Demonstrate ability to use an automated cataloging system to locate specific part numbers.
- 14.08 Demonstrate use of interchange lists and line cards.
- 14.09 Identify computerized cataloging system maintenance and update procedures.
- 14.10 Identify methods to call in special orders and stock orders.
- 14.11 List steps to identify manufacturer and supplier for specific parts.
- 14.12 Articulate quantities, numbers, and manufacturers of parts according to numerical language.
- 14.13 Demonstrate ability to call in and fax special and stock orders.

15.0 DEMONSTRATE AUTOMOTIVE SPECIALTY PARTS SALES SKILLS--The student will be able to:

- 15.01 Identify types of automotive basic tools.
- 15.02 Identify types of automotive fasteners.
- 15.03 Identify and discuss appropriate applications for specific tools.
- 15.04 Identify and discuss appropriate applications for specific automotive fasteners.

16.0 DEMONSTRATE PARTS SERVICE SKILLS--The student will be able to:

- 16.01 Identify standard and metric measurements.
- 16.02 Identify procedures for using metric devices.
- 16.03 Identify inside and outside diameters.
- 16.04 Read standard and metric measurements.

- 16.05 Measure automotive belts using an industry approved belt measurer.
- 16.06 Measure inside and outside diameters of hoses.
- 16.07 Demonstrate use of a micrometer, t-bar, and ruler.
- 16.08 Identify automotive component testing operational procedures.
- 16.09 Identify types of testing equipment.
- 16.10 Demonstrate operation of testing equipment (e.g., battery tester, alternator testor, starter testor, voltage regulator testor).
- 16.11 Identify, discuss, and demonstrate procedures for refinishing brake drums.
- 16.12 Identify, discuss, and demonstrate procedures for refinishing rotors.

Florida Department of Education
STUDENT PERFORMANCE STANDARDS

Course Number: 8809109
Course Title: Parts Specialist 1
Course Credit: .5

COURSE DESCRIPTION:

This course is designed to develop competencies necessary for fuel, emission, exhaust, heating and cooling, air conditioning systems, electrical, ignition, engine systems, brakes, chassis, and power train systems operating fundamentals. There is not an Occupational Completion Point after the completion of this course.

- 17.0 IDENTIFY PARTS SYSTEMS, COMPONENTS, AND THEIR FUNCTIONS--The student will be able to:
- 17.01 Identify operating fundamentals of fuel systems, their parts, and their function.
 - 17.02 Identify operating fundamentals of emission control systems, their parts, and their function.
 - 17.03 Identify operating fundamentals of exhaust systems, their parts, and their function.
 - 17.04 Identify operating fundamentals of heating and cooling systems, their parts, and their function.
 - 17.05 Identify operating fundamentals of air conditioning systems, their parts, and their function.
 - 17.06 Identify operating fundamentals of electrical systems, their parts, and their function.
 - 17.07 Identify operating fundamentals of electrical accessory systems, their parts, and their function.
 - 17.08 Identify operating fundamentals of ignition systems, their parts, and their function.
 - 17.09 Identify operating fundamentals of engine systems, their parts, and their function.
 - 17.10 Identify operating fundamentals of brake systems, their parts, and their function.
 - 17.11 Identify operating fundamentals of steering and suspension systems, their parts, and their function.
 - 17.12 Identify operating fundamentals of power train systems, their parts, and their function.

Florida Department of Education
STUDENT PERFORMANCE STANDARDS

Course Number: 8809110
Course Title: Parts Specialist 2
Course Credit: 1

COURSE DESCRIPTION:

This course is designed to develop competencies necessary for researching fuel, emission, exhaust, heating and cooling, air conditioning systems, electrical, ignition, engine systems, brakes, chassis, and power train systems parts systems. There is not an Occupational Completion Point after completion of this course.

18.0 RESEARCH AUTOMOTIVE SYSTEMS PARTS--The student will be able to:

- 18.01 Analyze customer parts requests.
- 18.02 Identify steps to research part numbers using manual and computerized cataloging, interchanges, and price sheets.
- 18.03 Research fuel systems part numbers.
- 18.04 Research emission control systems part numbers.
- 18.05 Research exhaust systems part numbers.
- 18.06 Research heating and cooling systems part numbers.
- 18.07 Research air conditioning systems part numbers.
- 18.08 Research electrical systems part numbers.
- 18.09 Research electrical accessory systems part numbers.
- 18.10 Research ignition systems part numbers.
- 18.11 Research engine systems part numbers.
- 18.12 Research brake systems part numbers.
- 18.13 Research steering and suspension systems part numbers.
- 18.14 Research power train systems part numbers.

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Florida Department of Education
STUDENT PERFORMANCE STANDARDS

Course Number: 8809111
Course Title: Parts Specialist 3
Course Credit: 1

COURSE DESCRIPTION:

This course is designed to develop competencies necessary for demonstrating fuel, emission, exhaust, heating and cooling, air conditioning systems, electrical, ignition, engine systems, brakes, chassis, and power train systems parts sales. After successful completion of this course, the student will have attained **Occupational Completion Point - Data Code G, Parts Specialist - Industry Title.**

- 19.0 DEMONSTRATE AUTOMOTIVE SYSTEMS PARTS SALES--The student will be able to:
- 19.01 Demonstrate fuel systems parts, using suggestive selling.
 - 19.02 Demonstrate emission control systems parts, using suggestive selling.
 - 19.03 Demonstrate exhaust systems parts using suggestive selling.
 - 19.04 Demonstrate heating and cooling systems using suggestive selling.
 - 19.05 Demonstrate air conditioning systems using suggestive selling.
 - 19.06 Demonstrate electrical systems using suggestive selling.
 - 19.07 Demonstrate electrical accessory systems using suggestive selling.
 - 19.08 Demonstrate ignition systems using suggestive selling.
 - 19.09 Demonstrate engine systems using suggestive selling.
 - 19.10 Demonstrate brake systems using suggestive selling.
 - 19.11 Demonstrate steering and suspension systems using suggestive selling.
 - 19.12 Demonstrate power train systems using suggestive selling.

Florida Department of Education
STUDENT PERFORMANCE STANDARDS

Course Number: 8809105
Course Title: Inventory Control Operations
Course Credit: .5

COURSE DESCRIPTION:

This course is designed to develop competencies necessary for inventory control operations. Topics include analyzing inventory reports, applying computerized sequencing procedures, maintaining automated inventory files, pricing information, and periodic automated inventory procedures. After successful completion of this course, the student will have attained **Occupational Completion Point - Data Code H, Inventory Clerk - DOT 222.387-026.**

20.0 DEMONSTRATE INVENTORY CONTROL OPERATIONS--The student will be able to:

- 20.01 Identify the purpose and importance of inventory control.
- 20.02 Identify characteristics of inventory control operations.
- 20.03 Identify inventory fastpaths and their purposes.
- 20.04 Identify and explain various inventory reports.
- 20.05 Prepare and analyze various inventory reports.
- 20.06 Discuss inventory control equipment maintenance procedures.
- 20.07 Enter product and vendor data using a computer system.
- 20.08 Run and analyze product line and vendor's reports using a computer system.
- 20.09 Maintain automated inventory file and parts data.
- 20.10 Describe importance of maintaining current price sheet information.
- 20.11 Describe process to obtain current price sheets.
- 20.12 Verify current manufacturer pricing and price sheets.
- 20.13 Maintain automated pricing data.
- 20.14 Read and interpret price sheets.
- 20.15 Demonstrate periodic inventory procedures using an automated system.

Florida Department of Education
STUDENT PERFORMANCE STANDARDS

Course Number: 8809106
Course Title: Purchasing Operations
Course Credit: .5

COURSE DESCRIPTION:

This course is designed to develop competencies necessary for the computerized purchasing operations. Topics include analyzing sales potential, and buying parts and supplies using an automated system. Supervisory skills related to purchasing operations are included. After successful completion of this course, the student will have attained **Occupational Completion Point - Data Code I, Purchasing Agent - OES 21308A**

21.0 DEMONSTRATE PURCHASING OPERATIONS SKILLS--The student will be able to:

- 21.01 Identify the purpose and importance of purchasing procedures.
- 21.02 Describe characteristics of purchasing operations.
- 21.03 Discuss the purpose and importance of analyzing sales potential.
- 21.04 Identify life span and demand for individual parts.
- 21.05 Analyze sales potential of parts and supplies using historical data.
- 21.06 Identify and discuss steps to conduct an Internet search for parts information.
- 21.07 Conduct an Internet research project involving the parts industry.
- 21.08 Identify and discuss specific purchase order control reports.
- 21.09 Generate and control computerized purchase orders.
- 21.10 Demonstrate ability to buy parts and supplies using an automated system.
- 21.11 Identify responsibilities of a back office supervisor.
- 21.12 Evaluate new products for sales potential.
- 21.13 Identify and use inventory classifications.
- 21.14 Maintain effective business communications with supervisors, co-workers, and industry representatives.
- 21.15 Recommend solutions to inventory control and purchasing problems.
- 21.16 Demonstrate ability to supervise inventory management.

Florida Department of Education
STUDENT PERFORMANCE STANDARDS

Course Number: 8809112
Course Title Marketing Management Operations
Course Credit: 1

COURSE DESCRIPTION:

This course is designed to develop competencies necessary for the successful management of a parts department, a general lines retail outlet, or an independent parts retail store. Topics include generic marketing management skills, project planning, and employee relations skills. After successful completion of this course, the student will have attained **Occupational Completion Point - Data Code J, Manager, First-Line Supervisors and Manager/Supervisors-Sales and Related Workers - OES 41002.**

22.0 DEMONSTRATE MANAGEMENT AND SUPERVISION TECHNIQUES--The student will be able to:

- 22.01 Identify and discuss managerial/supervisory functions.
- 22.02 Identify and discuss the roles and responsibilities of a manager/supervisor.
- 22.03 Identify and discuss qualities of effective leaders.
- 22.04 Identify and demonstrate employee motivational techniques.
- 22.05 Identify and demonstrate leadership skills.
- 22.06 Identify and demonstrate time management techniques.
- 22.07 Identify and demonstrate training techniques.
- 22.08 Identify and demonstrate team-building techniques.
- 22.09 Conduct a training session.
- 22.10 Identify and demonstrate management communication techniques.
- 22.11 Conduct a business meeting.
- 22.12 Identify and demonstrate problem-solving techniques.
- 22.13 Identify project planning and implementation techniques.
- 22.14 Demonstrate the ability to develop and implement a project plan.
- 22.15 Identify and demonstrate effective human resource management techniques.
- 22.16 Identify and demonstrate management techniques to promote a productive workforce.
- 22.17 Demonstrate ability to manage employee functions.
- 22.18 Demonstrate ability to manage business operations.
- 22.19 Demonstrate ability to supervise sales functions.
- 22.20 Demonstrate ability to manage a business enterprise.
- 22.21 Demonstrate ability to manage employees.
- 22.22 Evaluate business problems and implement solutions.
- 22.23 Analyze business performance and profit/loss statement.

23.0 RESEARCH CAREER OPPORTUNITIES IN THE INDUSTRY--The student will be able to:

- 23.01 Describe purpose and importance of career objectives.
- 23.02 Identify individual interests, strengths, and weaknesses in relation to a career.

- 23.03 Identify characteristics of selected careers (e.g., salary, working conditions, education requirements, career ladders, technology requirements).
- 23.04 Identify steps to research, gather, and analyze career data.
- 23.05 Prepare a career research plan for a selected career.
- 23.06 Establish realistic career employment goals.