

AUTOMOTIVE MANAGEMENT MINOR

Curriculum Guide Sheet

Degree Overview:

This minor is designed to provide students with a solid overview of the business and cultural side of the transportation industry. Students will be prepared to transition into sales, marketing, management, distribution, and customer relations positions with vehicle and equipment manufacturers, suppliers, dealers, and aftermarket companies.

Ferris has been providing the Automotive Industry with entry-level managers since 1971, and is well known and respected for producing individuals with these skills.

Admission Requirements:

The minor is open to all students pursuing baccalaureate or higher degrees in majors other than Automotive Management. Students are expected to meet prerequisites for all courses, and are required to meet with their Automotive Management faculty advisor to plan and track their progress.

Degree Requirements:

Minimum of 18 semester hours; GPA of 2.0 or higher in each degree course.

Required Courses:

AMGT 301	Automotive Marketing & Distribution I	4 (4+0)
AMGT 302	Automotive Marketing & Distribution II	4 (4+0)
AMGT 303	Automotive Accounting	4 (3+2)
	<i>or</i> ACCT 201 Principles of Accounting 1	3 (3+0)
AMGT 404	Warranty and Customer Relations	3 (3+0)

Directed Electives: (Fulfill the balance of credits by choosing one of the following courses.)

AMGT 300	Automotive Materials	4 (4+0)
AMGT 360	Automotive Culture	3 (3+0)
AMGT 402	Management of Variable Operations	4 (4+0)
AMGT 460	Automotive Internet Marketing	3 (2+2)