

AUTOMOTIVE AFTERMARKET MANAGEMENT

Program: AUAM

Credential: Certificate

Delivery: Part-time - online

Length: 1 semester

Duration: 294 hours

Effective: Fall 2025, Winter 2026, Summer 2026

Location: Barrie

Description

The automotive aftermarket industry is an important sector of the automotive industry within Canada. Of all the different sectors within the automotive industry, the automotive aftermarket has the largest number of employees and offers significant and diverse job opportunities. Within this program, students focus on automotive aftermarket principles essential for employment in this fast-paced, competitive, and exciting industry. They examine the key elements and functions of how a successful aftermarket business operates and gain opportunities to learn new and improve existing skills to assist in career advancements. Students explore topics ranging from managing customer relationships, business finance, supply chain operations, and aftermarket marketing, all of which contribute to the operational growth and success of an aftermarket business.

Career Opportunities

This program is designed to enhance the management and sector-specific skills that employees in the automotive aftermarket industry need to further develop their careers. Career advancement opportunities include management positions in customer service, finance, aftermarket products and logistics, and marketing.

Program Learning Outcomes

The graduate has reliably demonstrated the ability to:

1. use marketing strategies to meet sales objectives and the needs of clients in the automotive aftermarket business;
2. perform business operations to meet customer expectations, enhance customer retention, and increase productivity and profitability;
3. use information technology to administer and organize automotive aftermarket business processes;
4. use accounting principles to inform and improve finances, operations, and decision-making processes that influence business strategy;
5. incorporate changes in emerging transportation technologies and in the management of business operations to inform the strategic plan and meet customer needs;
6. develop skills and strategies to manage human, physical, and financial resources in an automotive aftermarket business environment;
7. communicate information effectively using a variety of formats to support and develop internal and external stakeholder relationships;

8. identify career training opportunities to improve workplace performance and maintain currency in automotive aftermarket trends;

9. comply with Canadian legal requirements and ethical standards in all aftermarket practices and interactions;

10. organize inventory control and support logical relationships between internal and external vendors to improve business productivity.

Admission Requirements

- Ontario Secondary School Diploma (OSSD) or equivalent, mature student status

Graduation Requirements

7 Program Courses

Graduation Eligibility

The passing weighted average to graduate is 60%. Additionally, a student must attain a minimum of 50% or a letter grade of P (Pass) or S (Satisfactory) in each course.

Program Tracking

Program Courses		Hours
AUTO 1011	Automotive Aftermarket Fundamentals	42
AUTO 1012	Automotive Aftermarket Supply Chain	42
AUTO 1013	Automotive Aftermarket Finance	42
AUTO 1014	Automotive Aftermarket Management	42
AUTO 1015	Automotive Aftermarket Customer Experience	42
AUTO 1016	Automotive Aftermarket Marketing	42
AUTO 1017	Automotive Aftermarket Capstone	42
Hours		294
Total Hours		294

Graduation Window

Students registered in part-time studies programs must maintain continuous registration in order to complete the program according to the curriculum in place at the time they were admitted. Students who do not remain continuously registered must be readmitted to the program and follow the new curriculum.

Disclaimer: *The information in this document is correct at the time of publication. Academic content of programs and courses is revised on an ongoing basis to ensure relevance to changing educational objectives and employment market needs.*

Program outlines may be subject to change in response to emerging situations, in order to facilitate student achievement of the learning outcomes required for graduation. Components such as courses, progression, coop work terms, placements, internships and other requirements may be delivered differently than published.