



# STARK STATE COLLEGE

## GENERAL SYLLABUS

### Course Information

**Course Name:** Automotive Detailing Business Practices  
**Course Number:** AUT131

### Required Materials

**Textbook(s):** NA  
**Required Readings:** NA  
**Additional Materials:** NA

### Course Outline/Calendar

The date of coverage and order of coverage may be modified based on the faculty member and events beyond the control of faculty members that interfere with class times and teaching.

	2 Weeks
Week	Chapter/Topic/Lab
Week 1	Introduction to the Auto Detailing Industry Overview of Detailing Services and Market Segments Business Setup and Licensing Requirements Pricing Strategies and Service Packaging Customer Service and Client Communication
Week 2	Appointment Scheduling and Workflow Management Marketing, Branding, and Online Presence Sales Techniques and Upselling Strategies Supply Management and Cost Control Quality Assurance and Professional Standards Final Exam