



Automotive Marketing Fundamentals



OVERVIEW

The course helps students understand how customer needs, workshop reputation, service experience, communication, referrals, and digital presence influence customer trust and business growth. Instead of focusing only on advertising, the course shows how every customer interaction can strengthen or weaken a workshop's brand.

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WHY INSTITUTIONS CHOOSE THIS COURSE

- Supports service quality, retention, referrals, and customer confidence.
- Uses realistic situations from hands-on work environments.

WHAT THE PROGRAM COVERS

- 1 Fundamentals of Marketing applied to the Workshop
- 2 Knowing Your Customers And Their Needs
- 3 Hassle-Free Promotion and Digital Presence
- 4 CRM and Customer Loyalty

INSTRUCTIONAL APPROACH

- Slide-based reading
- Podcasts and audio lessons
- Video lessons

Students can choose the format that works best for their learning style.

LEARNING OUTCOMES

- Explain how workshop reputation, service quality, and communication affect customer decisions.
- Connect marketing actions with long-term business growth and customer satisfaction.

INSTITUTIONAL FIT / IDEAL FOR

- Automotive technical schools and trade programs.
- High schools with CTE tracks.
- Workforce development and apprenticeship programs.
- Workshops training entry-level mechanics.



DURATION

Flexible



FORMAT

Online, blended, or guided implementation



LANGUAGE

English / Spanish



CERTIFICATE

BMF Certificate of Achievement



LEVEL

Entry Level Automotive

Career Readiness & Workplace Success for Skilled Trades

Ask about implementation, customization, and multi-format delivery.

ENGAGE
STUDENTS

BUILD
CONFIDENCE

PREPARE FOR THE
FUTURE

CREATE LASTING
IMPACT