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# Automotive Service and Sales Management

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## What is an ITS Academy course?

ITS Academy courses were established by the Prime Ministerial Decree of January 25, 2008.

These Higher Technical Institutes are part of the reorganization process of the Italian educational system.

ITS Academy LAST offers innovative two-year post-diploma programs that combine high-level training with work experience, in line with national industrial trends.

This is achieved through a continuous exchange with more than 600 companies in the territories where the Foundation operates, focusing on the development of skills and knowledge to create professional profiles tailored to real employment needs.

The courses are structured in two phases (applied across both years):



First part:

### Classroom lessons

Lessons are primarily taught by professionals from the corporate world, as well as professors from the university sector. During classroom hours, students engage in both team and individual Project Work, company visits, and conferences.

Second part:

### Curricular internship

Conducted within production facilities of the relevant sector, this part of the program is essential for putting the knowledge and skills acquired during the year into practice. It allows students to experience the corporate atmosphere and make themselves known to the company for potential career development after the program concludes.

## Why attend an ITS Academy instead of other post-diploma paths?

For over 10 years, ITS Academy LAST courses have consistently ranked at the top of national leaderboards for educational quality. With average class sizes of 20 students, the academy boasts an employment rate of approximately 95% across all areas within one year of graduation. These programs allow you to gain work experience abroad through Erasmus+ and provide access to a network of more than 600 companies both regionally and nationally. Finally, the courses award a Higher Technical Diploma (Level 5 EQF).



## Why choose the Automotive sector within the Sustainable Mobility area?

From constant dialogue with companies in the automotive industry, a clear need has emerged for multidisciplinary professionals. These individuals must possess technical, managerial, and organizational skills to coherently and efficiently manage after-sales activities for vehicles (cars, motorcycles, and industrial vehicles). This includes seizing the opportunities offered by digitalization and addressing the ongoing requirement for continuous workforce upskilling.

## Course Description

The Service and Sales Manager Higher Technician possesses specialized expertise in vehicle maintenance systems, the infrastructures in which they operate, and the tools and methodologies used to improve customer service. Furthermore, they hold specific skills in planning the various stages of operations and organizing resources and materials.

The specific objectives of the program focus on acquiring expertise in the following areas:

### Technical

Students acquire skills in mechanical, electronic, and IT fields, as well as proficiency in using the digital and technological tools necessary for vehicle maintenance and repair.

### Organizational and Managerial

Students learn to manage complex processes both inside and outside the company (maintenance, logistics, administration) and integrate with other professionals in the sector. The goal is to optimize performance throughout the entire after-sales life cycle, ensuring greater efficiency for individual services provided in the field.

### Communication and Relational

Students develop the ability to build long-term relationships with internal and external customers, suppliers, parent companies, and collaborators while delivering integrated assistance services both on-site and off-site.

## Career Opportunities

- Customer Service Manager
- Service Advisor (Accettatore clienti)
- Workshop Technician
- Service Back Office Clerk
- Spare Parts Logistics & Sales Counter Assistant
- Warranty Administrator
- Automotive Sales Consultant

## Course Subjects

### Transversal Skills (General)

- English (General and Technical)
- Career Guidance / Professional Orientation
- Workplace Health and Safety
- Company Visits and Conferences
- Project Work

### Core Subjects (Specialized)

- Vehicle Maintenance
- After-Sales Service
- Automotive Market Analysis
- Spare Parts and Warehouse Logistics
- Customer Management / CRM
- Business Organization and Workshop Financial Management
- Marketing