

San José State University
Lucas Graduate School of Business
Master of Science in Transportation Management
MTM 203: Transportation Marketing and Communications Management
Spring-A 2019

Course and Instructor Contact Information

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| Instructor: | Brandi Childress |
| Office Location: | Contact instructor |
| Telephone: | (408) 464-7877 |
| Email: | mtm203marcomm@gmail.com |
| Office Hours: | By appointment |
| Class Day/Time: | Tuesdays, 5:30 – 9:30 pm, January 8 – March 12 |
| Classroom: | Specified video-conferencing locations (For locations, contact the MSTM Coordinator, Michelle Waldron) |
| Course website: | Canvas (http://sjsu.instructure.com) |

Course Format

Students must have regular access to email and the internet in order to communicate with the instructor, submit assignments, and engage in other class activities.

Students attend class sessions by going in person to one of the MTM program videoconferencing sites *or* by joining online using Zoom, SJSU's online meeting application. Details on each option are as follows:

MTM Class Videoconferencing Sites:

Videoconference sites are located at the Lucas Business Complex (Santa Clara, CA), Caltrans district offices, and other participating agencies. For information about these options, contact the Program Coordinator, Michelle Waldron, at michelle.waldron@sjsu.edu.

Online Access via Zoom:

You can join class using SJSU Zoom from any location, as long as you:

- Are in a quiet room without distractions (e.g., no family members or colleagues walking through or asking questions)
- Have stable internet access
- Use a video camera and good quality microphone so that you are seen as well as heard

- Follow good "meeting etiquette" principles (one such list: <https://blog.gotomeeting.com/7-rules-virtual-meeting-etiquette-every-professional-know/>)

To access class sessions by Zoom, click on the following link from your computer or tablet: <https://sjsu.zoom.us/j/552562596>

Plan to join at least ten minutes before 5:30 pm, to make sure you are ready when class begins. (The very first time you join from a computer or device, allow extra time for set-up.)

The university has many useful tutorials on how to use Zoom here: <http://www.sjsu.edu/ecampus/teaching-tools/zoom/index.html>

Faculty Web Page and MYSJSU Messaging

Course materials such as syllabus, handouts, notes, assignment instructions, etc. can be found on my faculty web page at <https://sjsu.instructure.com/courses/1315918> and/or on [Canvas Learning Management System course login website](#) at <http://sjsu.instructure.com>. You are responsible for regularly checking with the messaging system through [MySJSU](#) at <http://my.sjsu.edu> (or other communication system as indicated by the instructor) to learn of any updates.

Course Description

Reviews broad aspects of strategic marketing and communications as they apply to transportation and the public sector. This course connects management principles, tools, and elements of multiple marketing and communications disciplines and introduces strategic marketing management in a public organization. Students will use business tools to develop and justify appropriate courses of action to address marketing problems and opportunities with an emphasis on strategic planning, analysis, and problem solving. To enhance critical thinking, communication skills, and leadership skills, the course work includes classroom discussion, case analysis, experiential exercises, and written and oral presentations.

MSTM Program Goals:

(*Note:* Not all program learning goals are covered in every course)

Goal One: Management of Transportation Organizations

Develop a system-level and global perspective on the management of transportation organizations.

Goal Two: Transportation Policy

Develop an awareness of the transportation policy environment, including fiscal mechanisms, legislative structures, and intergovernmental coordination.

Goal Three: Leadership

Develop potential for leadership in transportation organizations.

Goal Four: Communication Skills

Develop written and oral communication skills and techniques.

Goal Five: Analytical Skills

Develop ability to analyze management issues and situations using appropriate conceptual approaches.

Goal Six: Information Technology

Develop basic understanding of commonly used information technology applications used by the transportation industry.

Course Learning Outcomes

The objectives of the course are to introduce you to the role of marketing management in a public organization. Upon successful completion of this course, students will be able to:

1. Communicate effectively and hold the attention of an audience (compelling story telling);
2. Apply journalistic rules in written communications (the inverted pyramid);
3. Create a basic marketing and strategic communications plan;
4. Deliver effective oral presentations using new communication platforms;
5. Prepare for a media interview given under pressure that demonstrates best practices in media relations and crisis communications;
6. Explain new information technology applications commonly used within the transportation industry; and
7. Demonstrate how to effectively use social media tools to amplify reach and engagement for an organization and your own personal brand.

Required Texts/Readings

Textbook

Philip Kotler & Nancy Lee – “Marketing in the Public Sector: A Roadmap for Improved Performance”
(ISBN-13: 978-0131875159)

You can purchase thru Amazon (electronic or hard copy, either is fine) or at a bookstore.

Other Readings

Relevant news articles and readings will be shared and emailed out by the instructor throughout the course.

Example reading(s):

- APTA Brief: Shared Mobility and the Transformation of Public Transit
- APTA Brief: Understanding Recent Ridership Changes, Trends and Adaptations

Other technology requirements / equipment / material

Students should be prepared to become familiar with various social media platforms (LinkedIn, Twitter, etc.) throughout the course so at least one social media account or handle will be expected to be used and maintained.

Library Liaison

The Library Liaison for the Lucas Graduate School of Business is Christa Bailey (christa.bailey@sjsu.edu).

Course Requirements and Assignments

The goal for this course is for students to demonstrate their understanding of concepts and apply approaches in class assignments and through class participation, culminating in a final project and presentation. Assignments will be issued most every week to be completed by the next class date, unless otherwise specified. Planned assignments are outlined at the end of this syllabus.

In-Class Participation

Students are expected to participate in class discussions, earning two percentage points each class (for a total of 20% of the total grade) by asking questions, demonstrating you have done the assigned reading, engaging guest speakers, and providing feedback on topics presented by classmates.

Take Home Assignments

Students will be assigned four take home assignments that will require students to research a topic, write about findings, and present those findings to the class. Further details and deadlines are provided in the syllabus. Each assignment will account for 10% of your grade – 40% of the total grade.

Final Project and Presentation

A final project and presentation will be due at the end of the course (on a topic you determine with guidance from your instructor) that demonstrates your grasp of critical thinking and strategic planning as well as persuasive and professional communications. You will need to identify a current priority for your respective employers and create a marketing and strategic plan to realistically be implemented. Each student will present their plan during the final class(es) using an effective presentation platform (PowerPoint or Prezi).

Grading Information

Overall grading is based on quality of work completed and the value added in class participation. Grades will accumulate over the course. Instructor feedback on how to improve some take home assignments will be provided, giving students the opportunity to improve their scores as they demonstrate a greater grasp of the subject matter.

Students can earn up to: two percentage points per class based on their participation (described above) for a total of 20% of their grade; 40% for take home assignments that will require students to research a topic, write about findings, and present those findings to the class; and 40% for the final project and presentation.

| Task | % of Course Grade | Learning Objectives Addressed |
|--------------------------------|--------------------------|--------------------------------------|
| In-Class participation | 20% | 1 |
| Take home assignments | 40% | 5, 6, 7 |
| Final project and presentation | 40% | 2, 3, 4 |
| TOTAL | 100% | |

Determination of Grades

- Students will receive grades based on their timely turned-in assignments, class participation and final project. Grades will be based on the percentage chart below.
- Extra credit may be available as assigned, including additional participation in outside marketing (i.e. surveys), community engagement (i.e. public meetings), or social media opportunities (i.e. posting, tweeting or commenting).
- Late penalties for take home assignments will be accepted up to seven days after the due date with a 10% grade penalty. Assignments received more than seven days late will receive no credit.
- There will be two opportunities to present your final project. There are no make up dates for the final project and presentation. Students will need to make all arrangements to be available on these dates.

| Percentage | Grade |
|-------------------|--------------|
| 98% and above | A+ |
| 97% to 94% | A |
| 93% to 90% | A- |
| 89% to 87% | B+ |
| 86% to 84% | B |
| 83% to 80% | B- |
| 79% to 77% | C+ |
| 76% to 73% | C |
| 72% to 70% | C- |
| 69% to 67% | D+ |
| 66% to 63% | D |
| 62% to 60% | D- |
| below 60% | F |

Classroom Protocol for the Lucas College Graduate School of Business

<http://www.sjsu.edu/cob/Students/policies/index.html>

University Policies

Per University Policy S16-9, university-wide policy information relevant to all courses, such as academic integrity, accommodations, etc. will be available on Office of Graduate and Undergraduate Programs' [Syllabus Information web page](http://www.sjsu.edu/gup/syllabusinfo/) at <http://www.sjsu.edu/gup/syllabusinfo/>

Lucas College and Graduate School of Business Mission

We are the institution of opportunity in Silicon Valley, educating future leaders through experiential learning and character development in a global business community and by conducting research that contributes to business theory, practice and education.

MTM203 / Marketing and Communications, Spring 2019-a

Weekly Course Assignments/Class Agendas

Note: This schedule is subject to change with fair notice. Changes will be communicated during class time and through email.

BLUE font indicates in-class discussions and participation. RED font indicates the take home assignments.

Week 1: 1/8/19

Class Topics:

- Introductions
 - In-class Exercise: The 30-Second Elevator Pitch (*class participation points*)
- Review syllabus, expectations, assignments, final project and presentation
- Introduction to Marketing: Analyze-Assess-Arrange-Act-Adjust-Assimilate
- Marketing variations for services and the public sector: The Five P's

Assignments due the following class (1/15/19):

- Get your Kotler book and begin to skim: Philip Kotler & Nancy Lee – “Marketing in the Public Sector: A Roadmap for Improved Performance” (ISBN-13: 978-0131875159)
- Perfect your Pitch! Be prepared to show off your new networking skill at next session.
- Read Industry Report provided to you in class
- Meet with Marketing Leadership at your organization to research 2019 priorities to inform your final project and presentation.

Week 2: 1/15/18

[TBD] Guest Speaker to discuss your personal brand and networking + in-class exercise

- Loni Olazaba, Senior Manager, Talent Acquisition for LinkedIn

Class Topics:

- Discussion: What are your organizations' priorities? What are you going to do for your class project to help deliver on those priorities?
- The Strategic Plan
- The POST approach – purpose, objectives, strategies, tactics

Assignments due the following class (1/22/19):

- Read Kotler “Marketing in the Public Sector” Chapters 1 and 13
- Review LinkedIn article to help with take home assignment
- Create/Improve your LinkedIn profile. Connect with classmates, organizations and others that you wish to receive updates from, i.e. news media, friends, professional networks, etc. (*take home assignment #1*)

Week 3: 1/22/18

Confirmed Guest Speaker to discuss Social Media Marketing – current trends, best practices and lessons learned

- Jeremy Lipps, Social Media Officer for Caltrain/Samtrans

Class Topics:

- Discussion: “Marketing in the Public Sector” Chapters 1 and 13 (*class participation points*)
- Review LinkedIn accounts, in-class exercise
- Communication Tools - what to use when

- Creating a Campaign
- Baseline communication strategies and tools

Assignments due the following class (1/29/19):

- Read Kotler Chapters 2 thru 4
- **Using the provided outline, prepare a draft strategic plan (POST) – be ready to present at next session (take home assignment #2.a)**

Week 4: 1/29/18

[TBD] Guest Speaker – Aaron Weinstein, Director of Marketing, BART

[TBD] Guest Speaker – Dino Guevarra, Marketing Manager, VTA

Class Topics:

- Discussion: “Marketing in the Public Sector” Chapters 2 thru 4 (*class participation points*)
- Present strategic plan memo (*class participation points*)

Campaigns and Direct Marketing:

- Public and customer interface
- Customer service models
- Results-oriented marketing
- How to create budgets

Assignments due the following class (2/5/19):

- Read Kotler Chapters 5 and 6
- **Using the remaining outline provided, finalize budget, resources and timeline of strategic plan – be ready to discuss at next session (take home assignment #2.b)**

Week 5: 2/5/18

Class Topics:

- Discussion: “Marketing in the Public Sector” Chapters 5 and 6 (*class participation points*)
- Present strategic plan memo (*class participation points*)

Developing Programs and Projects: VTA’s Next Network Presentation

- It’s a project-driven world - justifying your actions
- Getting your project through - building support and branding everything
- Perception, image and branding - messaging, creativity and consistency

Community Outreach and Public Engagement

- Working with constituent groups (public, media, employees, community, and special interest groups)
- General approaches to managing government relations

Assignments due the following class (2/12/19):

- Read Kotler Chapters 7 and 8
- Read APTA Brief: Shared Mobility and the Transformation of Public Transit
- **Attend a public meeting and write about it – details will be provided in class (take home assignment #3)**

Week 6: 2/12/18

Class Topics:

- Discussion: “Marketing in the Public Sector” Chapters 7 and 8 (*class participation points*)
- Public Speaking – Compelling story telling and keeping an audience engaged
- Review Final Project and Presentation expectations – a well-written Board memo and PowerPoint presentation slide deck

In-class and take home assignment

- Students will break into small groups and select a technology being used in the industry to research – ANSWER the below questions and be ready to present a 5-minute PowerPoint presentation employing audience engagement tips (*take home assignment #4*)
 - What is the technology?
 - What challenge or opportunity is it meant to solve?
 - Where has it been deployed?
 - When did it become prominent in the industry?
 - Who else in the industry is using it successfully?
 - How is it being used?
 - Assess the marketing and communications effort surrounding the technology.

Assignments due the following class (2/19/19):

- Read Kotler Chapters 9 and 10
- Finalize 5-minute PowerPoint presentation, practice and be prepared to present next class

Week 7: 2/19/18

[TBD] Guest Speaker – Beverly Greene, Director of Community Relations and Legislative Affairs, AC Transit

Class Topics:

- Discussion: “Marketing in the Public Sector” Chapters 9 and 10 (*class participation points*)
- Present technology research (*class participation points*)

Assignments due the following class (2/26/19):

- Read Kotler Ch 11 and 12

Week 8: 2/26/18

Class Topics:

- Discussion: “Marketing in the Public Sector” Chapters 11 and 12 (*class participation points*)

Media Relations and Crisis Communications

- [TBD] Guest Speaker, in-class exercise – local reporter or PIO
- Basic media relations strategies – honesty, ethics the golden rules
- “Nothing’s off the record” – “What can get out, will get out”
- Crisis vs. CYA communications
- Media Planning: basic media planning approaches (S.W.O.T.)
- Leveraging media: make paid media work with constituents

Assignment:

- Finalize Board memo and PowerPoint presentation

Week 9: 3/5/18

- **Final Presentations**
- Course Recap, Takeaways, Feedback Loop, Q & A

Week 10: 3/12/18

- **Final Presentations**
- Write course evaluation – strengths, weaknesses, opportunities, threats (in-class exercise)