

San José State University
Lucas Graduate School of Business
Master of Science in Transportation Management
MTM 203: Transportation Marketing and Communications Management
Spring-A 2018

Course and Instructor Contact Information

Instructor:	Brandi Childress
Office Location:	Contact instructor
Telephone:	(408) 464-7877
Email:	brandi.childress@vta.org
Office Hours:	By appointment
Class Day/Time:	Monday, 5:30 – 9:30 pm, on January 8, 15, 22, 29; February 5, 12, 19, 26; March 5 and 12
Classroom:	Specified video-conferencing locations (For locations, contact Ms. Viviann Ferea at viviann.ferea@sjsu.edu)
Course website:	Canvas (http://sjsu.instructure.com)

Course Format

Students attend class sessions via live video conferencing at the site most convenient to them, with sites at the Mineta Transportation Institute, Caltrans District headquarters, and other participating agencies.

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.

Faculty Web Page and MYSJSU Messaging

Course materials such as syllabus, handouts, notes, assignment instructions, etc. can be found on [Canvas Learning Management System course login website](http://sjsu.instructure.com) at <http://sjsu.instructure.com>. You are responsible for regularly checking with the messaging system through [MySJSU](http://my.sjsu.edu) at <http://my.sjsu.edu> 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 plan;
4. Give a media interview under pressure that demonstrates best practices in media relations and crisis communications;
5. Give effective oral presentations using new communication platforms;
6. Describe 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 the organization.

Required Texts/Readings

Textbooks

- James C. (Jim) Collins – “Good to Great and the Social Sectors” (ISBN-13: 978-0977326402)
- Philip Kotler & Nancy Lee – “Marketing in the Public Sector: A Roadmap for Improved Performance” (ISBN-13: 978-0131875159)

Can purchase both thru Amazon (electronic or hard copy, either is fine) or a bookstore.

Other Readings

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

Other technology requirements / equipment / material

Students should be prepared to become familiar with various social media platforms (Twitter, LinkedIn, 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. Weekly assignments are outlined at the end of this syllabus.

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.

Final Examination or Evaluation

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 using a current 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 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
In class participation	20%
Take home assignments	40%
Final project and presentation	40%
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 will 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 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. Each assignment (four total) is 10% of your total grade.

Percentage	Grade
98% and above	A+
94% - 97%	A
93% - 90%	A-
89% - 87%	B+
86% - 84%	B
83% - 80%	B-
79% - 77%	C+
76% - 73%	C
72% - 70%	C-
69% - 67%	D+
66% - 63%	D
62% - 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 2018-a

Weekly Course Assignments/Class Agendas (subject to change)

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

Agenda – Week 1: 1/8/18

Course Overview:

- Introductions/Exercise: 30-Second Elevator Pitch (*class participation points*)
- Course overview, expectations, assignments, and final project and presentation
- Introduction to Marketing
- The Marketing Process: Analyze-Assess-Arrange-Act-Adjust-Assimilate
- Marketing variations for services and the public sector – The Five P’s
- Marketing Research, ROI marketing – establishing positions of strength

Assignments:

- Read Jim Collins “Good to Great and the Social Sector” – be prepared to discuss at Jan. 15 session
- Meet with Marketing Leadership at your organization to research 2018 priorities to inform your final project and presentation. **This will also need to be done for the first take home assignment.**
- Using the provided outline, prepare a draft strategic plan memo – be ready to review at next session (*take home assignment #1*)

Agenda – Week 2: 1/15/18 (MLK Holiday)

- Discussion: Marketing implications of Jim Collins “Good to Great and the Social Sector” (*class participation points*)
- Review draft strategic plan memo (*take home assignment #1*)

Social Media Marketing and Personal Branding:

- Guest Speakers to discuss current trends, best practices and lessons learned + in-class exercises
 - Cody Kraatz, Administrator of Digital Communications for VTA
 - Jeremy Lipps, Social Media Officer for Caltrain and Samtrans

The Market/Customer Driven Organization:

- 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:

- Read Kotler “Marketing in the Public Sector” Chapters 1 and 13
- Create a social media account (LinkedIn preferred – if already created, look to enhance your profile) and begin to connect with classmates, organizations and others that you wish to receive updates from, i.e. news media, friends, professional networks, etc. (*take home assignment #2*)
- Finalize strategic plan memo – be ready to present, discuss and defend at next session

Agenda – Week 3: 1/22/18

- Discussion: Review of newly created (or enhanced) social media account, in-class exercise
- Present strategic plan memo (*class participation points*)

Communication Tools - what to use when

- Creating a Campaign

- Perception, image and branding - messaging, creativity and consistency
- Baseline communication strategies and tools

Public Speaking

- Compelling story telling and keeping an audience engaged

Assignments:

- Read Kotler Ch 2 thru 4
- Post or tweet at least twice to your social media account using best practices learned by guest speakers.
- Schedule one-on-one call-in meeting with instructor for guidance on final project and presentation (to be scheduled/completed by next session)

Agenda – Week 4: 1/29/18

- In-class “pop-quiz” exercise focused on compelling story telling (*class participation points*)

The Creative Process:

- Message management and the laws of perception

Developing Programs and Projects:

- It’s a project-driven world - justifying your actions
- Getting your project through - building support and naming everything
- Thinking bigger - developing complete product lines, cross-applications
- How to create budgets

Guest Speaker (TBD)

Assignment:

- Read Kotler Ch 5 and 6
- Using the provided outline, prepare a Creative Brief – be ready present, discuss and defend at next session (*take home assignment #3*)

Agenda – Week 4: 1/29/18

Public Speaking

- Compelling story telling and keeping an audience engaged

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 naming everything
- Thinking bigger - developing complete product lines, cross-applications
- How to create budgets

Assignments this week:

- **Finalize strategic plan outline – be ready to present, discuss and defend at next session (Feb. 5)**
- Read Kotler Ch 5 and 6

Agenda – Week 5: 2/5/18

- Present strategic plan memo (*class participation points*)

Community Engagement

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

Assignment:

- Read Kotler Ch 7 and 8

Agenda – Week 6: 2/12/18

Guest Speaker – Aaron Weinstein, Director of Marketing, BART

- Discussion: What have we learned so far from Kotler (*class participation points*)

Campaigns and Direct Marketing:

- Public and customer interface
- Customer service models
- Results-oriented marketing

Assignment:

- Read Kotler 9 and 10
- Students will break into groups and select a technology being used in the industry to research – be ready to present, discuss and defend at next session (*take home assignment #3*)

Agenda – Week 7: 2/19/18

Guest Speaker – Beverly Greene, Director of Community Relations and Legislative Affairs, AC Transit
Technology and how we use it...for better or for worse

- Present technology research papers (*class participation points*)
- Cutting through the clutter: high-impact campaigns – leveraging creative assets
- Common mistakes and golden rules: position from strength, make a point and speak with one voice

Assignment:

- Read Kotler Ch 11 and 12
- Schedule one-on-one call-in meeting with instructor for guidance on final project and presentation

Agenda – Week 8: 2/26/18

APTA's Marketing and Communications Conference, San Francisco*

- Attend, Participate and Network
- More details will be provided weeks prior

Assignment:

- Finish Kotler and be prepared to discuss at next session
- Write blog article about APTA conference to be posted to your social media account (*take home assignment #4*)

**students unable to attend conference are assigned to attend a public meeting, participate and report back on experience*

Agenda – Week 9: 3/5/18

- Discussion: Recap Conference Experience – what session did you attend, what were your takeaways? (*class participation points*)
- Discussion: Kotler – what have we learned?

Media Relations and Crisis Communications

- **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 papers and presentations

Agenda – Week 10: 3/12/18

- Class Presentations
- Write course evaluation – strengths, weaknesses, opportunities, threats (in-class assignment)
- Course Recap, Takeaways, Feedback Loop, Q & A