

Transportation Marketing and Communications Management

MTM 203

Spring 2026 Section 01 Fully Online 3 Unit(s) 01/06/2026 to 03/10/2026 Modified 03/23/2026

Contact Information

Office Hours are by appointment. Please use the Direct Message Inbox via Canvas to request an appointment. (A 24-hour advance notice is preferred when possible.)

Instructor:	Candice A. Kelly, M.B.A.
Preferred Contact Method:	Direct Message via Canvas Inbox
Call/Text:	See Canvas
Email:	Candice.Kelly@sjsu.edu

Course Description and Requisites

Emphasizes positioning services to meet the needs of particular groups/market segments and marketing the system to new users/user groups (including developing the public/private sector relationship). Examines strategies for developing the community relationship with marketing and public relations efforts (and using the media to advantage).

Letter Graded

Classroom Protocols

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.) Students who are late, absent or leave early from class should not ask the instructor to review what they missed; therefore, students should exchange contact information with at least two others in the class for such purpose.

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.

The classes for this course are facilitated remotely only. Students attend all class sessions online via Zoom using the My Video Conferencing application available on One SJSU.

For each session, use the same link below to attend class.



During classes, students should:

- Be 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, good lighting, and a quality microphone so that you are seen as well as heard
- Be safe. Avoid attending class when distractions are likely such as while driving, cooking, etc.
- Follow good "meeting etiquette" principles as advised on the quick video: [LinkedIn Learning Course for Zoom Participants \(https://www.linkedin.com/learning-login/share?account=2071660&forceAccount=false&redirect=https%3A%2F%2Fwww.linkedin.com%2Flearning%2Fbeing-influential-at-work-on-video%2Fparticipating-on-zoom%3Ftrk%3Dshare_video_url%26shareId%3DqOk3ENtFR565JGPF8eGwHg%253D%253D\)](https://www.linkedin.com/learning-login/share?account=2071660&forceAccount=false&redirect=https%3A%2F%2Fwww.linkedin.com%2Flearning%2Fbeing-influential-at-work-on-video%2Fparticipating-on-zoom%3Ftrk%3Dshare_video_url%26shareId%3DqOk3ENtFR565JGPF8eGwHg%253D%253D)

Program Information

Lucas College and Graduate School of Business Mission:

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

MS Transportation Management Program Learning Outcomes

Note: Not all program learning outcomes are covered in every course.

PL01: Transportation Systems and Society

Craft management decisions that integrate knowledge of multi-modal transportation, social, and environmental systems

PL02: Innovation

Develop innovative solutions for transportation management challenges

PL03: Leadership

Develop high-impact leadership styles and competencies (traits, skills, behaviors)

PL04: Communications

Communicate effectively with a diverse workforce and citizenry

PL05: Analytics

Identify and evaluate transportation management issues using appropriate data and analytical methods

Course Goals

The course will require students to employ the following activities to develop a skill set for effective transportation marketing communications management:

- RESEARCH - credible sources to develop informed strategies.
- WRITE - cohesive narratives, and organize content in formats that communicate clear messaging to specific audiences.
- PRESENT - highly collaborative integrated marketing communications (IMC) campaigns.

Course Learning Outcomes (CLOs)

Upon successful completion of this course, students will be able to:

1. Describe the various roles/positions and primary job functions within a transit marketing communications (MarCom) department
2. Describe information technology applications commonly used for Marcom within the transportation industry
3. Demonstrate how to leverage multimedia and mediums to amplify reach and engagement for an organization and your own personal brand
4. Conduct primary and secondary research for analyzing, evaluating, and validating market intelligence and informational sources
5. Plan and create a basic, integrated marketing communications (IMC) campaign

6. Communicate effectively and hold the attention of an audience via compelling storytelling
7. Deliver engaging oral presentations using relevant communication platforms

Course Materials

Technology Requirements / Equipment / Resources

Students will need the following:

- Access to a laptop or equivalent equipped with a microphone and camera
- Mobile phone
- Individual Webpage or Social Media Account such as LinkedIn, X, Threads, etc., (which will be expected to be used and maintained throughout the course)
- Access to Google Slides, Prezi or PowerPoint or equivalent
- Access to Qualtrics, Google Forms or SurveyMonkey or equivalent

The Marketing Communications Toolbox

Author: Ann Bastianelli

Publisher: Kendall Hunt Publishing Company

Edition: 2

ISBN: 9781792489518

Availability: Digital /eBook Version Only

Price: \$59.04

Purchase link from publisher: https://he.kendallhunt.com/bastianelli_marketing_com
(https://he.kendallhunt.com/bastianelli_marketing_com)

Publications/Articles

- [MTI Report: Comparing Data Quality and Cost](#)
- [Digital technologies of transportation-related communication: Review and the state-of-the-art - ScienceDirect](#)
- [FTA Title VI Circular](#)
(https://www.transit.dot.gov/sites/fta.dot.gov/files/docs/FTA_Title_VI_FINAL.pdf)
- [Branding and selling public transit in North America: An analysis of recent messages and methods](#)
(<http://dx.doi.org/10.1016/j.rtbm.2016.01.001>)
- [Digital technologies of transportation-related communication: Review and the state-of-the-art](#)
(<https://doi.org/10.1016/j.trip.2023.100987>)
- [Investigating the factors affecting transit user loyalty](#)
(<https://sjsu.campusconcourse.com/DOI%2010.1007/s12469-014-0088-x>)

Course Requirements and Assignments

Success in this course is based on the expectation that students will spend, for each unit of credit, a minimum of 45 hours over the length of the course for instruction, preparation/studying, or course-related activities.

The goal of 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. Weekly reading assignments should be completed prior the class date listed, unless otherwise specified. Planned assignments are outlined at the end of this syllabus and may be updated/revise in Canvas.

In-Class Participation

Students are expected to complete in-class assignments/activities, as well as participate in class orally by asking relevant questions, demonstrating comprehension of assigned readings, engaging guest speakers, and providing feedback on topics presented by classmates. In-class communication by speaking with cameras on is expected.

Application Assignments

Students will be assigned out-of-class and/or break-out assignments that will require applied knowledge and skills learned. Students will be required to research, write, and present to the class. Further details and deadlines will be provided in the Canvas **Assignments** channel.

Final Presentation

A final group project will be due at the end of the course (on a transportation-related topic that you determine with guidance from the instructor), that demonstrates effective marketing communication concepts and techniques. Each group will need to create an integrated marketing communications campaign. Groups will present during the final class(es) using a presentation platform such as PowerPoint, Google Slides, Prezi, or similar. Each student must adequately share in contributing to the group project and in delivering the oral presentation.

✓ Grading Information

Students will receive grades based on their timely turned-in assignments, class participation and final project. A rubric will be provided along with assignment/project details. Grades will be based on points earned according to the following chart:

Points	Grade
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98 points and above	A+
94 to 97	A
90 to 93	A-
86 to 89	B+
82 to 85	B
78 to 81	B-
74 to 77	C+
67 to 73	C
60 to 66	D
below 60 points	F

- In-Class Participation activities will not be accepted late. Points will not be awarded to those missing class.
- Application Assignments will be accepted up to three days after the due date with a one (1) point grade penalty per day they are late (up to three points). Application Assignments received more than three 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.
- Extra credit may be available as assigned. Extra credit assignments will not be accepted after March 1st.

Criteria

Overall grading is based on the quality of work completed and the value added in class participation. Students can earn up to: two percentage points per class based on their participation for a total of 20% of their grade; 30% for application activities and assignments that will require students to research a topic, write about findings, and present those findings to the class; and 50% for the final project and presentation.

Breakdown

Activity	% of Course Grade	Course Learning Objectives Addressed
In-Class Oral Participation Five Activities worth 4 Points Each Up to 20 Points Total	20%	ALL
Applications/Assignments Three Assignments worth 10 Points Each Up to 30 Points Total	30%	1, 2, 3, 4
Final Presentation Group Project and Presentation Up to 50 Points Total (per Rubric)	50%	5, 6, 7
100 TOTAL POINTS	100%	

University Policies

Per [University Policy S16-9 \(PDF\)](http://www.sjsu.edu/senate/docs/S16-9.pdf) (<http://www.sjsu.edu/senate/docs/S16-9.pdf>), relevant university policy concerning all courses, such as student responsibilities, academic integrity, accommodations, dropping and adding, consent for recording of class, etc. and available student services (e.g. learning assistance, counseling, and other resources) are listed on the [Syllabus Information](https://www.sjsu.edu/curriculum/courses/syllabus-info.php) (<https://www.sjsu.edu/curriculum/courses/syllabus-info.php>) web page. Make sure to visit this page to review and be aware of these university policies and resources.

Course Schedule

This schedule is subject to change with fair notice at class and/or via email or Canvas notifications. Textbook Chapters / Assigned Readings should be completed prior class. It is the responsibility of the student to stay abreast of assignment changes and due dates via the **Assignments** channel in Canvas.

Session	Date	Topic	Assigned Textbook Chapter(s) and Publications/Article Reading(s)
1	1/06	Course Introduction & Overview	
2	1/13	MarCom Roles & Goals	1, 2 Branding and Selling Public Transit
3 (Choose Groups)	1/20	Media Overview: Print, OOH, Digital	8, 10, 11, 14
4	1/27	Consumer Behavior; and Measuring Effectiveness	3, 16 MTI Report Comparing Data FTA Title VI Circular
5 (Group Proposals Due)	2/3	Marketing Research; the Communication Process and Developing Creative Strategy	4, 6 Investigating Transit Loyalty
6	2/10	MarCom Information & Technology; and Compelling Storytelling	Guest Speaker: Christa Yusim, SJSU Library
7	2/17	Presentation Skills	17
8	2/24	Internal / External Communication Systems	Digital Technologies of Transportation-Related Communication
9	3/3	User Experience Group Presentations	Guest Speaker: Aaron Weinstein, Transit CX
10	3/10	Group Presentations	