

San José State University
Lucas Graduate School of Business
Master of Science in Transportation Management
MTM 203: Transportation Marketing and Communications Management
Spring-A 2021

Course and Instructor Contact Information

Instructor:	Eileen Goodwin
Office Location:	Contact instructor
Telephone:	(408) 309-1426
Email:	apexstr@pacbell.net
Office Hours:	By appointment
Class Day/Time:	Tuesdays, 5:30 – 9:30 pm, January 5 – March 9
Classroom:	N/A (class sessions meet on Zoom)
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 will join class using Zoom. During classes, you 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 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: [provided to registered students]

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> to learn of any updates.

Course Description

Reviews broad aspects of strategic marketing and communications as they apply to the transportation sector. Topics covered include strategic communications and marketing plans; strategies for communicating with and marketing to diverse communities; strategies for collecting input from diverse communities during project development and construction; crisis communications; media relations; government relations; strategies for communicating with online platforms (e.g., social media, virtual meetings, or online polling); and techniques for effective written and oral communications.

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;
3. Create a basic marketing communications plan;
4. Deliver effective oral presentations using relevant communication platforms;
5. Prepare for a media interview given under pressure that demonstrates best practices in media relations;
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

N/A

Other Readings

Relevant news articles and readings will be shared through Canvas and emailed out by the instructor throughout the course. See course schedule for specifics. Example reading(s):

- APTA Briefs
- Media Stories
- Public Agency Websites and Communication Materials

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. Access to Google Slides or PowerPoint or equivalent.

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/or providing feedback on topics presented by classmates.

Take Home Assignments

Students will be assigned three take home assignments that will require students to research, write, and present to the class. Further details and deadlines are provided in the syllabus. Each assignment will account for 10% of your grade – half 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 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 communications plan to realistically be implemented. Each student will present their

plan during the final class(es) using an effective presentation platform (PowerPoint or similar). The final presentation and the preparation assignments for it will account for 30% of your final grade.

Grading Information

Overall grading is based on 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 (described above) for a total of 20% of their grade; 50% for take home assignments that will require students to research a topic, write about findings, and present those findings to the class; and 30% for the final project and presentation.

Activity	% of Course Grade	Learning Objectives Addressed
<u>In-Class participation (20%)</u>	20%	1
<u>Take home assignments (50%)</u>		5, 6, 7
1.a. 30-second elevator pitch	05%	
1.b. LinkedIn profile	05%	
3 Technology Review Slides	10%	
4 Managed Lanes Memo	10%	
5 Diridon SAAG Review	10%	
6 Stakeholder Group Assessment	10%	
<u>Final project w/ presentation (30%)</u>		2, 3, 4
Part 1 Take home assignments 2a and 2b (POST)	05%	
Part 2 Take home assignment #7-Board Report	10%	
Part 3 Presentation delivery and slide deck	15%	
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 assessing assigned agency outreach efforts, community engagement (i.e. public meetings), or social media opportunities (i.e. posting, tweeting or commenting).
- Late take home 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). Assignments received more than three days late will receive no credit. Class participation points will not be awarded to those missing class.
- There will be three 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

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 2021-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 other activities that are part of the graded participation requirement. RED font indicates the take home assignments. Note more details on each assignment will be provided in class.

Week 1: 1/5/21

Class Topics:

- Introductions with your current LinkedIn profile, should you have one (strongly recommended)
- Review syllabus, expectations, assignments, final project and presentation

Assignments due the following class see red copy in (1/12/21):

Week 2: 1/12/21

Guest Speaker to discuss SJSU Resources Available relevant to MTM 203

- *Christa Bailey, Library Liaison for the Lucas Graduate School of Business*
- https://www.canva.com/design/DAES8eXVvk14/ozEwmjQzFcyQ6u76dDUbw/view?utm_content=DAES8eXVvk14&utm_campaign=designshare&utm_medium=link&utm_source=publshsharelink

Guest Speaker to discuss Zoom Protocols and Functionality for Community Meetings

Ryan McCauley, Government and Community Affairs Specialist, San Mateo County Transit District (PDF)

Class Topics:

- In-class Exercise: 30-Second Elevator Pitch (*Assignment #1a*)
- Discussion: What are your organizations' priorities? What are you going to do for your class project to help deliver on those priorities?
- Library Resources
- How to use Zoom for Community Meetings
- Introduction to Marketing
- Marketing Variations for services and the public sector
- Strategic plans, marketing plans, outreach plans
- Elements in a Strategic Plan
- The POST approach – purpose, objectives, strategies, tactics
- Measuring tactics

Assignments due at Class 2:

- Perfect your Pitch! Be prepared to show off your new networking skill.
- Reading assignments related to LinkedIn profile
 - [How Do I Create a Good LinkedIn Profile? | LinkedIn Help](#)
 - [20 steps to a better LinkedIn profile in 2020](#)
- Create/Improve your LinkedIn profile (*Assignment #1b*). Connect with classmates, work colleagues, organizations and others that you wish to receive updates from, i.e. news media, friends, professional networks, alumni networks, etc.

- Meet with Marketing Leadership at your organization to research 2021 priorities to inform your final project and presentation.

Week 3: 1/19/21

Guest Speaker to discuss marketing and digital communications current trends, best practices, lessons learned

- Cody Kraatz, Digital Communications Manager, VTA(PDF)

Guest Speaker to discuss Quantified Communications tool

- Laura Torres

Class Topics:

- Baseline communication strategies and tools – what to use when
- Tools during a pandemic and post pandemic (virtual rooms, various survey platforms, text notifications, etc.)
- Measurement tools to know what is working
- Budgets
- Resources
- Procurements
- Demo on-line Community Meeting Redwood City website
- In Class review and discussion of POST Assignment
- <https://engagementhub.com.au/blog/community-engagement/10-ways-measure-community-engagement/>

Assignments due at Class 3:

- Using the provided outline, prepare a draft strategic plan (POST) – (Assignment #2.a)
- Complete readings assigned as part of #2a

Week 4: 1/26/21

Guest Speaker: Barbara Laurenson, Project Manager, Metropolitan Transportation Commission

- Marketing Express Lanes Case Study

Class Topics:

- Discussion: Marketing Express Lanes
- Present technology research (Assignment #3)
- Demo on-line survey tool Metroquest
- Old Rule New Rule Discussion--

Presentation on Developing Programs and Projects: MTC Express Lanes

- 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

Assignments due at Class:

- Using the provided questions as an outline (Assignment #3) prepare a 3-minute presentation using PowerPoint or Google Slides on a Technology Review
- Additional readings
 - A marketing worksheet related to covid and some small business advice related to marketing during covid [Marketing Strategies for Small Businesses | Wells Fargo \(wf.com\)](https://www.wellsfargo.com/marketing-strategies-for-small-businesses/)

- Here is a FTA's latest on covid response in transit link (just posted by FTA) : [COVID-19 Recovery Practices in Transit | FTA \(dot.gov\)](#)

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Week 5: 2/2/21

Guest Speaker: Ruth Bernstein, President EMC

Class Topics:

- Discussion: Polling: when, how, what various methods
- Report outs on Polling Case Studies Case Study Review reading assignments using your prepared questions
- Managed Lanes Case Study Reviews
- Strategic Plan Update Discussion

Assignments due at Class:

- *Write a memo review of Express Lanes Marketing Plan Case Study (Assignment #4)*
- *Complete Pre-readings regarding Polling*
 - <https://transweb.sjsu.edu/research/Comparing-Data-Quality-and-Cost-Three-Modes-Board-Transit-Passenger-Surveys>
 - [1729 Nixon-Agrawal.pdf](#)
- *Come prepared with three (3) questions for the speaker (upload copy prior to class)*
- *Using the remaining outline provided, finalize budget, resources and timeline of strategic plan – be ready to discuss (take home assignment #2.b)*

Week 6: 2/9/21

Guest Speaker – Jessica Epstein, Government and Community Affairs Officer, San Mateo County Transit District

Guest Speaker Scott Knies, Executive Director San Jose Downtown Association

Class Topics:

- Care and Feeding of Stakeholders and Advisory Groups
- Public Participation Spectrum discussion
- SAAG Assignment Debrief discussion

Community Outreach and Public Engagement

- Working with constituent groups (public, media, employees, community, elected officials and special interest groups)
- General approaches to managing government relations
- Public Meeting Management tips (dealing with challenging personalities)
- Pre-reading due 2/9/20: Board Item formats from various agencies—walk through of why
- Review Final Project and Presentation expectations – a well-written Board memo and PowerPoint or Google slides presentation slide deck

Assignments due at Class:

- *Watch Two (and up to Three) Diridon Station Area Advisory Group meetings [SAAG Meetings — Diridon Station Area \(diridonsj.org\)](#)*
- *Write about the meetings and the press coverage (Assignment #5)*

Week 7: 2/16/21

Guest Speaker: Brandi Childress, Media and Public Affairs Manager, Santa Clara Valley Transportation Authority (VTA)

Guest Speaker Jim Harnett, General Manager San Mateo County Transit District

Class Topics:

- Basic media relations strategies – honesty, ethics the golden rules
- Public Speaking – Compelling story telling and keeping an audience engaged
- Media Planning – basic media planning approaches (S.W.O.T.)
- Stakeholders relevant to your plan
- Discuss Final Board Presentations and Assignments

Media Relations and Crisis Communications

- Nothing's off the record – What can get out, will get out
- Crisis vs. CYA communications
- Leveraging media – make paid media work with constituents

Assignments due at Class:

- Stakeholder Assessment (*Assignment #6*)

Week 8: 2/23/21 Presentation Outline (*Assignment #7*)

- Discussion: Course Recap, Takeaways,
- Board Presentations and role play (1x presenter, 2x role as Board Member)

Week 9: 3/2/21

- Discussion: Feedback Loop, Q & A
- Board Presentations and role play 1x presenter, 2x role as Board Member

Week 10: 3/9/21

- Discussion: Course Reflections: strengths, weaknesses, opportunities, threats SWOT (in-class exercise)
- Board Presentations and role play 1x presenter, 2x role as Board Member