San José State University
Lucas Graduate School of Business
Master of Science in Transportation Management
MTM 203: Transportation Marketing and Communications Management
Spring-A 2022

Course and Instructor Contact Information

Instructor:	Candice A. Kelly
Telephone:	TBD
Email:	**Preferred - Direct Message via Canvas** Alternative - Candice.Kelly@sjsu.edu
Office Hours:	By Appointment
Class Day/Time:	Tuesdays, 5:30 – 9:30 pm PST January 4 through March 8, 2022
Classroom:	Online (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 attend class sessions online using Zoom, SJSU's online meeting application. 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 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/)

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 http://www.sjsu.edu/people/candice.kelly and/or on Canvas Leaning 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

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).

MSTM Program Learning Goals:

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

Goal 1: Transportation Systems and Society: Craft management decisions that integrate knowledge of multi-modal transportation, social, and, environmental systems

Goal 2: Innovation: Develop innovative solutions to transportation management challenges

Goal 3: Leadership: Develop high-impact leadership styles and competencies (traits, skills, behaviors)

Goal 4: Communications: Communicate effectively with a diverse workforce and citizenry

Goal 5: Analytical skills: Identify and evaluate transportation management issues using appropriate data and methods

Course Learning Outcomes

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 for used for marcom within the transportation industry
3. Demonstrate how to effectively use social media 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. Create a basic, integrated marketing communications plan
6. Communicate effectively and hold the attention of an audience (compelling story telling)
7. Deliver effective oral presentations using relevant communication platforms

Required Texts/Readings

Textbook

The Marketing Communications Playbook
Author: Ann Bastianelli
Edition: 1
Copyright: 2020
eBook: ISBN 9781792486470
Purchase from Publisher: https://he.kendallhunt.com/bastianelli_marketing_com

Publications/Articles

i. NACO Legislative Analysis: Build Back Better Act
ii. FTA Circular 4702.1B: Title 6 Requirements and Guidelines for Federal Transit Administration Recipients (dot.gov)
iii. 2021-23965.pdf (federalregister.gov)
iv. MTI Report 12-46 Comparing Data Quality

Other Readings (Optional)

Trains, Buses, People
Author: Christof Spieler
Edition: 2
Copyright: 2021
Paperback: ISBN 9781642832136
eBook: ISBN 9781642832143
Purchase from Publisher: IslandPress.org

Library Reserve: SJSU Cataloge

Other technology requirements / equipment / material
Students will need the following:
1) Access to a laptop or equivalent equipped with a microphone and camera
2) Mobile phone
3) Individual Webpage or Social Media Account such as LinkedIn, Twitter, etc., (which will be expected to be used and maintained throughout the course)
4) Access to Google Slides, Prezi or PowerPoint or equivalent
5) Access to Qualtrics, Google Forms or SurveyMonkey 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
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 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. 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/revised in Canvas.

In-Class Participation
Students are expected to participate in class discussions during each class by asking questions, demonstrating you have done the assigned reading, engaging guest speakers, and/or providing feedback on topics presented by classmates.

Activities/Assignments
Students will be assigned out-of-class and/or break-out assignments that will require students to research, write, and present to the class. Further details and deadlines will be provided in Canvas.

Final Presentation
A final group project will be due at the end of the course (on a topic you determine with guidance from your instructor) that demonstrates analytical skills and effective communication. Each group will need to create an integrated marketing and communications campaign. Groups will present during the final class(es) using an effective presentation platform (PowerPoint or similar). Each student must adequately share in contributing to the group project and in delivering the oral presentation.

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 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.

Activity	% of Course Grade	Course Learning Objectives Addressed
In-Class Verbal 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 worth up to 50 Points Total	50%	5, 6, 7
100 TOTAL POINTS	100%	

Determination of Grades

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
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**

- 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 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.

Classroom Protocol
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.

University Policies
Per University Policy S16-9, 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 this Syllabus Information web page. Make sure to visit this page to review and be aware of these university policies and resources.

Course Schedule
Note: This schedule is subject to change with fair notice at class and/or via email or Canvas notifications. It is the responsibility of the student to stay abreast of assignment changes and due dates via Canvas.

Session	Date	Topic	*Textbook Chapter(s) / Assigned Reading(s)	Notes
1	1/4/22	Course Introduction & Overview	1	
2	1/11/22	Marketing: Roles & Goals	1, 2	
3	1/18/22	Marketing: Media	8, 11, 12, 15	Choose Groups
4	1/25/22	Marketing: Research	17 MTI Report 12-46	
5	2/1/22	Communications: Process, Channels & Technology	4, 6	Group Proposals Due
6	2/8/22	Resources for Marketing Research		Guest Speaker: Christa Bailey, Library Liaison
7	2/15/22	Employee Communication, Customer Service & Community Relations	3	
8	2/22/22	Presentation Skills	18	
9	3/1/22	Group Presentations		
10	3/8/22	Group Presentations		