



# DEPARTMENT OF TRANSPORTATION

# NEWS

## URBAN MASS TRANSPORTATION ADMINISTRATION

WASHINGTON, D.C. 20590

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UMTA 75-71  
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The U.S. Department of Transportation's Urban Mass Transportation Administration (UMTA) will offer this fall an advanced public transit marketing course, the first program of its kind to be offered in this country.

With the first session scheduled for November, the two-week university-level course will provide a thorough grounding in marketing's application to the transit industry.

Marketing has been identified as one of the essential components in revitalized urban transit programs and many systems are now establishing or expanding their marketing capabilities. Many, however, must look to other industries to find sufficient numbers of experienced marketing people.

Although this approach has brought new blood to transit marketing it also means that transit industry knowledge must be acquired on the job.

The course being offered is designed to remedy this knowledge gap by enabling novice transit marketing personnel to quickly gain a working understanding of urban transit issues as well as a thorough understanding of the marketing process and its tools in the transit context.

The marketing course will be conducted in conjunction with the University of Southern California's continuing education program at off-campus locations. UMTA's Office of Transit Management is developing course content with the aid of transit system operators.

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The course will cover such topics as organizational goal-setting, development of a marketing strategy and budget, marketing research, transit service planning, and promotional activities.

Discussion leaders will be selected from outstanding public transit system and private industry marketing people.

UMTA will provide financial assistance through fellowships to persons accepted for the course. The fellowships will reimburse sponsoring agencies for up to 75 percent of costs incurred by participants, including salary and benefits received while attending the course, round trip transportation and all university charges.

Applications for the course are now being taken. For information or application forms, contact: Marketing Program Manager, Office of Transit Management, Urban Mass Transportation Administration, 2100 Second Street, S.W., Washington, D.C. 20590, (202)-426-9274.

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