

U.S. Department of Transportation news:



Office of Public Affairs

Washington, D.C. 20590

FOR RELEASE WEDNESDAY
January 4, 1977

UMTA 1-78
(202) 426-4043

DOT SPONSORS TRANSIT MARKETING EDUCATIONAL PROGRAM

A two-week applied public transit marketing course designed for professional mass transit marketing officials is being sponsored by the U.S. Department of Transportation's Urban Mass Transportation Administration (UMTA).

The course is being offered March 5-17 by the University of Southern California Center for Training and Development at Laguna Beach, California, in cooperation with the American Public Transit Association.

Richard S. Page, UMTA Administrator, said the course is one of several UMTA-sponsored programs to promote the awareness, acceptance, understanding and successful application of modern transit marketing techniques.

"The Federal objectives of the marketing program are to make substantial improvements in transit services while increasing operational efficiency," Page commented. "Marketing has been identified as one of the essential components in revitalized urban transit programs, and systems are now establishing or expanding their marketing capabilities."

The course being offered is designed to enable transit marketing personnel to quickly gain a working understanding of transit marketing techniques, the marketing process and its tools in the transit context.

The deadline for submission of applications for enrollment is January 26, 1978. The twenty-five applicants selected will receive financial assistance for costs directly associated with the course.

- more -

The course will be conducted by experienced transit marketing officials representing both the public and private sectors of the transit industry.

Applicants will be selected from persons active in marketing in the transit industry and State Departments of Transportation.

###

Applications for the course and further information may be obtained by writing or calling Carol S. Eisen, Acting Marketing Program Manager, Office of Transit Management, Urban Mass Transportation Administration, 2100 Second Street, S.W., Room 6412, Washington, D.C. 20590; Tel: (202) 426-9274.

U.S. DEPARTMENT OF TRANSPORTATION
URBAN MASS TRANSPORTATION
ADMINISTRATION
Washington, D.C. 20590

Official Business

PENALTY FOR PRIVATE USE, \$300

POSTAGE AND FEES PAID
URBAN MASS TRANSPORTATION
ADMINISTRATION
DOT 511

FIRST CLASS

