Course Change Request

Date Submitted: 02/09/18 11:27 am

Viewing: MARA 627: Marketing of Transportation Services

Last edit: 02/13/18 9:15 am

Changes proposed by: tiaverne

Catalog Pages referencing this course
- MARA: Maritime Administration
- BS/MM, MARA/MAAL, GAD: Maritime Administration - 5 Year Bachelor of Science/Master of Maritime Administration and Logistics
- BS/MM, MARA/MAAL, GAD: Marine Engineering Technology - 5 Year Bachelor of Science/Master of Maritime Admin & Logistics

Programs referencing this course

Faculty Senate Number

Contact(s)

<table>
<thead>
<tr>
<th>Name</th>
<th>E-mail</th>
<th>Phone</th>
</tr>
</thead>
<tbody>
<tr>
<td>Joan Mileski</td>
<td><a href="mailto:mileskj@tamug.edu">mileskj@tamug.edu</a></td>
<td>4097404978</td>
</tr>
</tbody>
</table>

Rationale for Course

Edit
- The proposed changes are to support a new program.
- Other

Explain other rationale
- For nontraditional support

Course prefix  MARA  Course number  627
Department      Maritime Administration
College/School  Galveston Campus
Academic Level  Graduate
Effective term  2018-2019 Galveston

Complete Course Title
Marketing of Transportation Services

Abbreviated Course Title
MKTG TRANS SERVICES

Catalog course description
Marketing planning and analysis applicable to the service firm; assessment of customer needs; quality control; competitive strategies; applications of marketing principles and practices to the maritime industry.

Prerequisites and Restrictions
- Approval of instructor, graduate status or special approval.

Concurrent Enrollment
- No

Should catalog prerequisites/concurrent enrollment be enforced?
- No

Crosslistings
- No

Crosslisted With

In Workflow
1. MARA Department Head
2. Curricular Services Review
3. GV Committee Preparer GR
4. GV Committee Chair GR
5. GV College Dean GR
6. GC Preparer
7. GC Chair
8. Faculty Senate Preparer
9. Faculty Senate
10. Provost II
11. President
12. Curricular Services
13. Banner

Approval Path
1. 02/11/18 7:00 pm
   Joan Milieski (mileskj): Approved for MARA Department Head
2. 02/13/18 9:16 am
   Sandra Williams (sandra-williams): Approved for Curricular Services Review
3. 02/13/18 10:04 am
   Nicole Kinlow (wilkinsn): Approved for GV Committee Preparer GR
4. 02/13/18 10:09 am
   Antonietta Quigg (quigg): Approved for GV Committee Chair GR
5. 02/13/18 10:11 am
   Antonietta Quigg (quigg): Approved for GV College Dean GR
6. 02/16/18 12:54 pm
   Meagan Kelly (meagankelly): Approved for GC Preparer
7. 03/01/18 3:17 pm
   Laithsa Johnson (ljohnson): Approved for GC Chair
Semester: 3
Credit Hour(s): 3

Repeatable for credit? Yes
Three-peat? No

Contact Hour(s) (per week):
Lecture: 3
Lab: 0
Other: 0

Total: 3

CIP/Fund Code: 5214010016
Default Grade Mode: Letter Grade (G)
Alternate Grade Modes: Satisfactory/ Unsatisfactory

Method of instruction: Lecture
Will sections of this course be taught as non-traditional? (i.e., parts of term, distance education) Yes

Learning Outcomes

Meets traditional face-to-face learning outcomes.

Describe how learning outcomes are met or provide justification why they are not met.
Syllabus for traditional and online the same for learning outcomes

Hours

Meets traditional face-to-face hours.

Describe how hours are met or provide justification why they are not met.
More than 135 hours of work is provided for online students to meet 3 hour credit

Will this course be taught as a distance education course? Yes No

I verify that I have reviewed the FAQ for Export Control Basics for Distance Education. Yes No

Is 100% of this course going to be taught in Texas? Yes

Will classroom space be needed for this course? No

This will be a required course or an elective course for the following programs:

<table>
<thead>
<tr>
<th>Required (select program)</th>
<th>Program(s)</th>
</tr>
</thead>
<tbody>
<tr>
<td>(MML-MAAL) Master of Maritime Administration and Logistics in Maritime Administration and Logistics</td>
<td></td>
</tr>
</tbody>
</table>

Course Syllabus

Syllabus: Upload syllabus
Upload syllabus: [MARA 627 IN PERSON.pdf](https://nextcatalog.tamu.edu/courseleaf/approve/)
Letters of support or other documentation: No

Additional information:

Reviewer Comments: Sandra Williams (sandra-williams) (02/06/18 11:35 am): Rollback: You need to attach a syllabus and a non-traditional syllabus (if applicable).

Reported to state? No
MARA 627-601 Marketing Transportation Services
Fall 2017
Thursday - 6:01pm to 8:30 pm– OCSB 142

Instructor: Cassia B. Galvao, PhD
Phone: (409) 740-4451
E-mail (preferred method of communication): cbgalvao@tamug.edu or cassiabgalvao@gmail.com
Web: Information will be posted to eCampus


Office Location: CLB 226
Office Hours: established with the professor by appointment.

Course Description:
Marketing of Transportation Services (3 Credits). Marketing planning and analysis applicable to maritime shipping and port services. Assessment of customers, needs, quality control, competitive strategies, application of marketing principles and practices to the Maritime industry.

Course Objectives:
1. Think critically, think in systems
2. Communicate effectively, short and to the point.
3. Identify a problem, collect data, conduct analysis, develop solution(S) then make a recommendation based on business requirements.
4. Differentiate and critically analyze modern marketing management (people, process, programs and performance) and incorporate essential service in that analysis.
5. Compare and contrast several of the national shipping/logistics corporate marketing strategies (identities, brands, service promises and other marketing commitments and web appearances).
6. Gather information regarding competitor market standings
7. Complete a marketing SWOT analysis.
8. Identify the elements of and write a basic Marketing Plan for the business in the maritime shipping and/or port industry.

Student Learning Outcomes:
At the conclusion of the course, the students will be able to:
1. Define and apply marketing terms and concepts.
2. Recognize value for customers in order to capture value from customers in return.
3. Recommend a marketing strategy for a chosen market segment in the maritime shipping and port segments.
4. Understand the differences of marketing strategies to consumers and business
5. Analyze the critical and specific aspects of marketing insights of maritime shipping and port industry

Course Format:
This is a graduate level class, and my intent is to build on your undergraduate knowledge, your experience, your research and your current critical thinking skills. To achieve my intent, we will conduct the class as combination of lecture and class discussion sessions. That will require students to be updated with the chapters assigned for reading for each class.

Teaching philosophy:
My teaching philosophy has evolved in tandem with my experience as a student as well as my position as business coordinator and instructor/trainer in the corporate world. Therefore, my philosophy for the learning environment is the role of the professor as director of learning among equals. The relationship is a partnership where each, professor and student, are fully prepared for and enthusiastically embrace, each and every learning experience.

Reference Textbooks:

Vern Terpstra and Lloyd Russow, International Dimensions of Marketing 2000, South-Western College Publishing

Other Required Readings: Articles are provided as available, and may or may not be assigned by the PM in addition to the text readings.

Grade Scale:

<table>
<thead>
<tr>
<th>Grade</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Exam</td>
<td>40%</td>
</tr>
<tr>
<td>Project</td>
<td>60%</td>
</tr>
<tr>
<td>Total</td>
<td>100</td>
</tr>
</tbody>
</table>

Important: No grades will be dropped, rounded, or curved.

Grading Standards:
Final Grades will use the breakdowns listed above, then figuring the % for each item, adding them together utilizing 100% scale and interpreting the final outcome to a letter grade.

<table>
<thead>
<tr>
<th>Letter Grade</th>
<th>Interpretation</th>
</tr>
</thead>
<tbody>
<tr>
<td>A</td>
<td>90 -- 100</td>
</tr>
<tr>
<td>B</td>
<td>80 -- 89</td>
</tr>
<tr>
<td>C</td>
<td>70 -- 79</td>
</tr>
<tr>
<td>D</td>
<td>60 -- 69</td>
</tr>
<tr>
<td>F</td>
<td>59 or less</td>
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</tbody>
</table>
Grading Criteria for the Project (no more than 10 pages)*:

<table>
<thead>
<tr>
<th>#</th>
<th>Task</th>
<th>Description</th>
<th>Worth</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Description of sector and service of your choice</td>
<td>Explanation of the service. Its uses/function/purpose.</td>
<td>15</td>
</tr>
<tr>
<td>2</td>
<td>Product identification</td>
<td>Collect data, conduct analysis, develop solution(S) then make a recommendation based on business requirements.</td>
<td>15</td>
</tr>
<tr>
<td>3</td>
<td>Description of Competition</td>
<td>Identify key competitors. Address strengths/weaknesses of these competitors &amp; identify the competitive advantage.</td>
<td>15</td>
</tr>
<tr>
<td>4</td>
<td>Use of the model</td>
<td>Complete a marketing SWOT analysis.</td>
<td>15</td>
</tr>
<tr>
<td>5</td>
<td>Compare and contrast</td>
<td>The national shipping/logistics corporate marketing strategies (identities, brands, service promises and other marketing commitments and web appearances).</td>
<td>15</td>
</tr>
<tr>
<td>6</td>
<td>Marketing Plan</td>
<td>Identify the elements of and write a basic Marketing Plan for a service the business in the maritime shipping and/or port industry.</td>
<td>15</td>
</tr>
<tr>
<td>7</td>
<td>Quality of Presentation</td>
<td>15 minutes presentation: Introduction, time management, speaking voices, personal appearance, creativity, thoroughness, persuasiveness, etc.</td>
<td>10</td>
</tr>
<tr>
<td></td>
<td>Total</td>
<td></td>
<td>100</td>
</tr>
</tbody>
</table>

*note: NO MORE THAN means that we aim at precise writing with references, don't regurgitate what you have read. Bear in mind the need analysis of data to make business decision.

Course Outline**:

<table>
<thead>
<tr>
<th>Date</th>
<th>Topic</th>
<th>Assignments</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sep 07</td>
<td>Course Introduction</td>
<td></td>
</tr>
<tr>
<td>Sep 14</td>
<td>What is Marketing</td>
<td>Read Chapter 1</td>
</tr>
<tr>
<td>Sep 21</td>
<td>Needs, Wants and Demands Marketing Management Task</td>
<td>Read Chapter 2</td>
</tr>
<tr>
<td>Sep 28</td>
<td>Marketing and Customer Value SWOT</td>
<td>Read Chapter 3</td>
</tr>
<tr>
<td>Oct 05</td>
<td>Forecasting, Market Research and Relationships</td>
<td>Read Chapter 4, 5 and 7</td>
</tr>
<tr>
<td>Oct 12</td>
<td>Exam</td>
<td></td>
</tr>
<tr>
<td>Oct 19</td>
<td>Exam review Business Markets</td>
<td>Chapters 9 &amp; 10</td>
</tr>
<tr>
<td>Oct 26</td>
<td>Branding and Competition</td>
<td>Chapter 11</td>
</tr>
<tr>
<td>Nov 02</td>
<td>Product Life-Cycle Marketing Strategies, Growth, Maturity and Decline Stage</td>
<td>Chapter 12</td>
</tr>
<tr>
<td>Nov 09</td>
<td>Setting Product Strategy</td>
<td>Chapter 13</td>
</tr>
</tbody>
</table>
**Meeting Etiquette**
Attendance and engagement in class is strongly recommended to enable the research outlined. Also material covered in class may not be in the reading and maybe critical for work products. It is encouraged to bring your web-enabled device to class for support research analysis. Meeting will start on time and end on time, if not earlier. Meeting Etiquette is simple; if it does not directly support or add value to the team and the project, don’t do it!

**Class Atmosphere**
This course is intended to be an interactive discussion and activities based course. I am hoping that we work together to embrace learning and treat the subject matter – Marketing – with the creative, planning attitude that can result in success. Any true discussion involves exposure and risk. Your ideas may not agree with others; however, respect is required from you and thus will be given to you. Students exhibiting rudeness or disrespect will not be tolerated and will be asked to leave the classroom for that class meeting.

**Aggie Honor Code**
"An Aggie does not lie, cheat, or steal or tolerate those who do."
Upon accepting admission to Texas A&M University, a student immediately assumes a commitment to uphold the Honor Code, to accept responsibility for learning, and to follow the philosophy and rules of the Honor System. Students will be required to state their commitment on examinations, research papers, and other academic work. Ignorance of the rules does not exclude any member of the TAMU community from the requirements or the processes of the Honor System.
For additional information please visit: http://www.tamu.edu/aggiehonor

**American with Disabilities Act**
The American Disabilities Act (ADA) is a federal anti-discrimination statute that provides comprehensive civil rights protection for persons with disabilities. Among other things, this legislation requires that all students with disabilities be guaranteed a learning environment that provides for reasonable accommodation of their disabilities. If you believe you have a disability requiring accommodations, please contact the Counseling Office, Northen Student Center, or call (409) 740-4587.

**Absences**
Statement on Absences
Information concerning absences are contained in the University Student Rules Section 7. The University views class attendance as an individual student responsibility. All students are expected to attend class and to complete all assignments. Please consult the University
Student Rules for reasons for excused absences, detailed procedures and deadlines as well as student grievance procedures (Part III, Section 45).

**Family Educational and Rights to Privacy Act (FERPA)**
FERPA is a federal law designed to protect the privacy of educational records, to establish the right of students to inspect and review their educational records and to provide guidelines for the correction of inaccurate and misleading data through informal and formal hearings. To obtain a listing of directory information or to place a hold on any or all of this information, please consult the Admissions and Records office. Items that can never be identified as public information are a student’s social security number of institutional identification number, citizenship, gender, grades, GPR or class schedule. All efforts will be made in this class to protect your confidentiality.

**TAMUG Academic Dishonesty Statement**
For many years, Aggies have followed a Code of Honor, which is stated in this very simple verse: "Aggies do not lie, cheat or steal, nor do they tolerate others who do." As such, it is the responsibility of students and faculty members to help maintain scholastic integrity at the University by refusing to participate in or tolerate scholastic dishonesty. The Aggie Code of Honor and the Scholastic Dishonesty sections in the TAMUG University Rules handbook will be the standards upon which scholastic integrity is maintained at Texas A&M University at Galveston.

**TAMUG Americans With Disabilities Act Statement**
The Americans With Disabilities Act, (ADA), is a federal anti-discrimination statute that provides comprehensive civil rights protection for persons with disabilities. Among other things, the legislation requires that all students be guaranteed a learning environment that provides for reasonable accommodation of their disabilities. If you believe you have a disability requiring an accommodation, please contact the Director of Counseling.

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**Maritime Administration Department Policy on Contacting Students:**
Every student has a University-created E-mail address, which the Department uses when it wishes to contact you. Please check your E-mail daily.

The content of this outline and the attached schedule are subject to change at the discretion of the professor.

Cassia B. Galvao