

THE UNIVERSITY OF HONG KONG



DEPARTMENT OF GEOGRAPHY
CENTRE OF URBAN PLANNING AND ENVIRONMENTAL MANAGEMENT
DEPARTMENT OF CIVIL ENGINEERING

are pleased to present a seminar by

Prof T O Wallin

Professor Emeritus of Logistics and Marketing, Syracuse University, New York

Visiting Professor, Department of Geography, HKU

On

Marketing of Transport

Time: 7:00 p.m., Friday, 02 May, 2003

Venue: Room 201, Map Library, Hui Oi Chow Science Building, HKU

Active in professional affairs, Prof Wallin serves as External Advisor to the IVE programs in Transport and Logistics, Vice Chair and Director of Education for Hong Kong Logistics Association, Lecturer in the Master of Arts in Transport Policy and Planning (MATPP) programme at HKU, Lecturer for various executive development programs, and advisor to HKU Poon Kam Kai Center in the development of logistics programs. He is also involved with the HKPC and HKLA in the development of a professional program in logistics and is a fellow of the Charter Management Association and the Asia Pacific CEO Organization. Prof Wallin is also affiliated with the Council of Logistics Management, American Society of Transportation and Logistics, and Delta Nu Alpha. He has assisted in the development of the Graduate Diploma in Transport and Logistics at HKUST and has lectured in the program as well as, regularly, in IEEM Courses in Transportation, Logistics, and Technology Marketing.

During the past generation, marketing has grown to become a critical part of the management process. Studies of the business world show that successful market management is the critical component of success and that the building of a sustainable competitive advantage is the key to dealing with an environment of considerable and continuing change. With the exception of airlines and automobile manufacturers, few transport related enterprises have developed the successful, creative use of marketing. This is especially true of mass transport in urban areas. This seminar will explore the essence of marketing and the components of marketing which may hold applicability in transport. Students will learn about marketing components, marketing strategy, competitive advantage, and the basics of consumer analysis. Barriers to the development of marketing plans in transit will be explored along with the potential for enhanced utilization of marketing frame of thinking.