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A Seminar* by

Prof T O Wallin

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

on

Transport Marketing of Mass Transportation in Urban Areas

Time: 7:00-8:00 p.m., Friday, 9th January, 2009

Venue: Room 222, Hui Oi Chow Science Building, HKU

About the Speaker

Active in professional affairs, Prof Wallin once served as External Advisor to the IVE programs in Transport and Logistics, Vice Chair and Director of Education for Hong Kong Logistics Association, Senior Fellow and Advisor to HKU Poon Kam Kai Center in the development of logistics programmes, Honorary Advisor to the Institute of Purchasing and Supply of Hong Kong, Patron of the Logistics Concept and Development Corporation, Lecturer in the Master of Arts in Transport Policy and Planning (MATPP) programme at HKU and Lecturer for various executive development 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. Prof Wallin currently serves as Visiting Professor in the HKU Department of Industrial Engineering and Logistics Management.

Seminar Abstract

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.

*The MATPP seminars will also be opened to members of the Chartered Institute of Logistics and Transport in Hong Kong (CILTHK) as continual professional development (CPD) activities. For CILTHK members, please contact the CILTHK Office (2866-6336) for enquiries and registration. For other interested parties, please contact Ms. Carey Lau (Tel.: 2241-5722; Email: lauyya@hkucc.hku.hk) for registration.