**Marketing 5775: Domestic Transportation**  
**On-Line**

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**Course Objective:** The purpose of the transportation seminar course is to provide students with an understanding of domestic transportation the history and current “big picture” issues in transportation.

**Textbook:** The Journal of Commerce

**Course Structure:** The course consists of six elements.

- First there are a series of videos and other materials detailing the developmental history of domestic transportation and its importance to the American economy.
- Second, there are current events readings weekly from the Journal of Commerce.
- Third, there is a weekly video update on the state of Supply Chain Management with an emphasis on current events in Transportation.
- Fourth, there is a Friday morning seminar that is presented by the Consortium of Midwest Transportation Centers through Iowa State University.
- Fifth, there is a weekly Discussion Board which constitutes 40% of your grade
- Sixth, there is a term paper required for this course which represents 60% of your grade

**Friday Seminars:**

The topics of individual seminars are issues of current importance to the local, state, or national transportation community. The seminar speakers are usually regional or national experts on the topic they discuss. The tentative schedule for the spring 2017 seminar series is as follows:

<table>
<thead>
<tr>
<th>Date</th>
<th>Speaker</th>
<th>Topic</th>
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<tbody>
<tr>
<td>1/20</td>
<td>Jim Nelson, Iowa DOT Office of Bridges and Structures and Travis Hosteng, Research Specialist, Institute for Transportation Bridge Engineering Center</td>
<td>Construction of the Massena Bridge and Development of an ABC Integral Abutment Connection</td>
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1/27  Peng Wei, Assistant Professor of Aerospace Engineering, Iowa State University
     Low-Altitude UAS Traffic Coordination with Dynamic Geofencing

2/3   Cathy Burrow, Supply Chain Director, Hallmark Cards
     Global Logistics - The Hallmark Story: It's Much More than Greeting Cards

2/10  Sebastien Pouliot, Associate Professor of Economics, Iowa State University

2/17  Cara Harman, Associate Professor of Epidemiology, University of Iowa
     Bicycle and Pedestrian Research

2/24  Seung Jae Lee, Assistant Professor of Civil Engineering, Florida International University

3/3   Johanna Amaya-Leal, Assistant Professor of Supply Chain & Information Systems, Iowa State University

3/10  Bijan Khaleghi, Bridge Design Engineer, Washington State Department of Transportation

3/17  No Seminar, ISU Spring Break

3/24  Raj Rajesh, Professor of Mechanical Engineering, University of Minnesota

3/31  TBD

4/7   TBD

4/14  TBD

4/21  Wendell Cox
     Urban Planning and Mass Transit

4/28  Carlos Sun, Professor of Civil Engineering, University of Missouri
     MU research using four different simulators

Revised: January 2017
These presentations are delivered on Friday mornings at 11:00. Students can log into these presentations as a guest from their computer wherever they are. If, however, you miss a particular seminar, you should be able to watch a videotape of the presentation. When we have a speaker at UMSL, it would be nice if students enrolled in the class can come but it is not a requirement of the course.

Research Paper

You are required to write a research paper for the class if you are taking the class for credit. You are encouraged to write a paper related to materials you have seen or read in the course. You may select a topic related to your thesis, dissertation, professional report, creative component, or any other transportation related topic. There are four submittal deadlines to meet during the semester. All of them are required and are due at the beginning of the week. The idea is that by the end of the semester, you will have completed a paper that could be of publishable quality.

Week 6. Topic Due. Submit a one or two paragraph description of your proposed research topic.

Week 7. Outline Due. Submit a one or two page outline of your research topic.

Week 13. Rough Draft Due. Paper should be mostly complete at this stage. You will receive comments on your rough draft the following week.

Week 15. Final Paper Due.

General guidelines for papers:
• Double-spaced
• Single-sided
• 1-inch margins (top, bottom, left, right)
• 10 point font (Arial or Times Roman)
• Include cover page, abstract, references, table of contents, list of figures, list of tables
• Word count for body of report: 3000 – 4000
• Each figure or table counts for 250 words
• Well written and grammatically correct
• Consistent style
• Refer to the Transportation Research Board paper style guide (Transportation Research Record) for more information