

**Press Release
For Immediate Release**



ITI Releases Online Video to Market Its Graduate Degree Program
- Transportation Professionals Describe Value of MS in Intermodal Transportation Management -

DENVER CO, February 22, 2011 – The Intermodal Transportation Institute (ITI) at the University of Denver has entered the social media arena with an innovative online video that promotes its graduate degree program in intermodal transportation management. ITI expects this video to be an influential marketing tool since it has the potential of reaching a broad audience through social media sites such as Facebook, Twitter and YouTube.

ITI alumni and Board members are featured in the video, describing their experiences and the benefits that ITI's graduate program offers for professionals in the transportation and supply-chain industries. During the video, alumni of the MS in Intermodal Transportation Management program describe how the degree changed their perceptions of the transportation industry and how they now understand the complexities of the entire transportation network, rather than just their "piece of the pie." Additionally, because the ITI program focuses on both the passenger and freight sectors of the transportation industry, the video demonstrates how students learn about the similarities that exist between the freight and passenger sectors of the transportation industry and how their goals often intersect.

The ITI program is unique among graduate programs in that students come from both the freight and passenger sectors of the transportation industry; the curriculum includes courses that focus on both these sectors; and faculty and guest speakers are industry leaders from both sectors. The in- and out-of-class interaction among students, faculty and guest speakers is an important part of the program, and comments in the video highlight this. "We did not just get book knowledge," says one alum. "We learned from current leaders; and this has changed my whole way of thinking about problems and issues." During the video a Board member, a former alum of the program, makes the point that "no matter how senior your position in an organization, ongoing education is imperative to survive in the business world." ITI's mission is to provide that education to the managers and leaders of today's and tomorrow's transportation industry.

ITI worked with Measurable Media Group of Denver, a full-service video production company to produce this video, together with its accompanying analytic tools. The video can be viewed on the ITI Website (www.du.edu/transportation) and on YouTube (<http://www.youtube.com/ITlatDU>).

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About ITI

The Intermodal Transportation Institute at the University of Denver offers an Executive Masters Program that awards a Master of Science in Intermodal Transportation Management from the University of Denver. This graduate degree program prepares transportation industry managers for the increasingly complex, global business environment where knowledge of finance, quantitative processes, supply chain, law, and public policy issues as well as freight, passenger, and intermodal transportation operational strategies are critical management tools for success. For more information on the ITI Executive Masters Program call: 303-871-4702 or visit: www.du.edu/transportation.

EDITORIAL CONTACTS:

Jim Martin
JDM & Associates
847-570-9100
jim@jdmandassociates.com

Cathy Johnson
ITI Executive Director
Intermodal Transportation Institute
University of Denver
303-871-4702
catjohn@du.edu