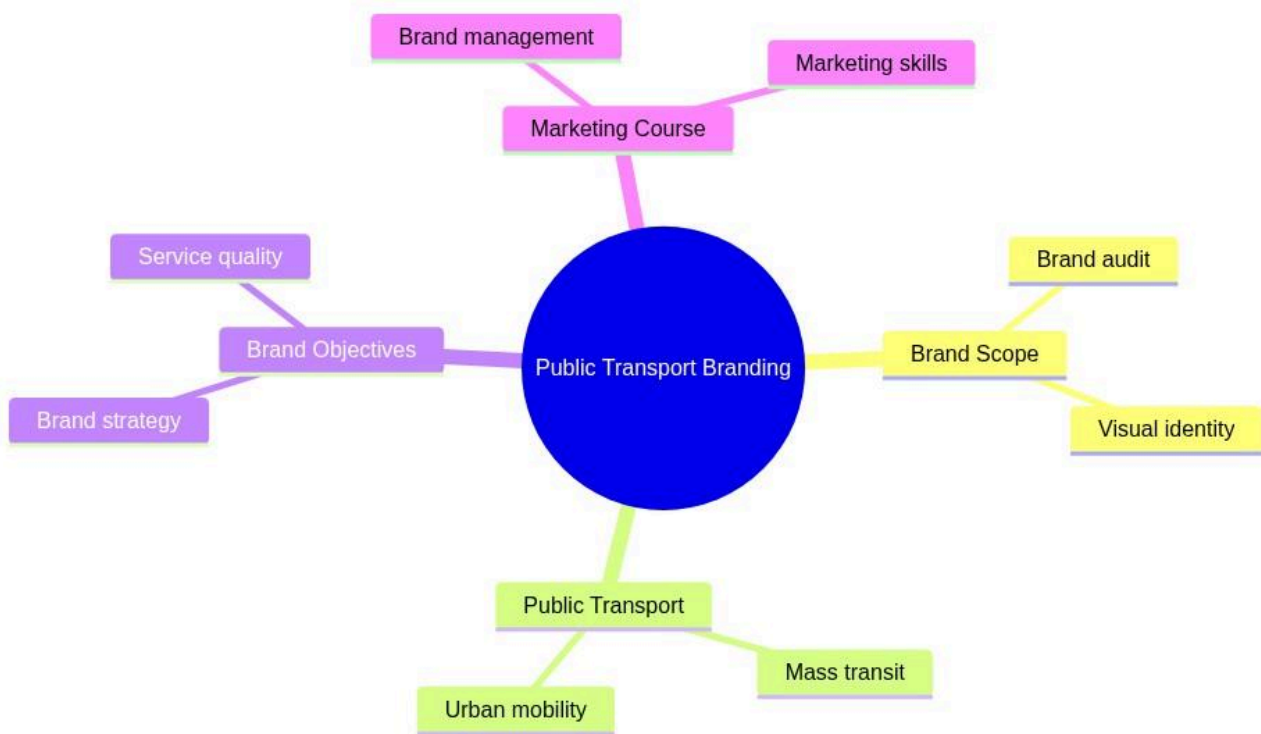


Public Transport Marketing

# Public Transport Branding



mindmap

```

root((Public Transport Branding))
  Brand Scope
    Brand audit
    Visual identity
  Public Transport
    Mass transit
    Urban mobility
  Brand Objectives
    Brand strategy
    Service quality
  Marketing Course
    Brand management
    Marketing skills
  
```