



Marketing Transportation Brokerage Services Program Syllabus

Version: March 25, 2024

Instructor: Dr. John Drea



Course Overview

Welcome to TIA's Marketing Transportation Brokerage Services Program, geared towards transportation & freight brokerage professionals interested in learning more about how to market their transportation brokerage services.



Course Objectives

By the end of this course, you will have a firm grasp of the following core topics:

- Creating customer satisfaction
- Developing your own marketing strategy
- Conducting market research
- Targeting supply chain buyers
- Understanding the buyers of brokerage services
- Taking a strategic approach to promote your services



Course Calendar:

Week:	Date:	Content/What To Do
1	1-Apr-24	Start Module 1, Discussion Post 1
2	8-Apr-24	Student Orientation
3	15-Apr-24	Start Module 2 & 3, Discussion Post #2
4	22-Apr-24	Start Module 4
5	29-Apr-24	Start Module 5, Discussion Post #3
6	6-May-24	Virtual Office Hours #1
7	13-May-24	Start Module 6, Discussion Post #4
8	20-May-24	Start Module 7 & 8
9	27-May-24	Start Module 9, Discussion Post #5
10	3-June-24	Start Module 10
11	10-June-24	Virtual Office Hours #2
13	20-June-24	Course Final Exam

****All discussion post forums close at midnight 10 business days after their release (For example, Discussion Post 1 closes @ 11:59pm ET April 12)***



Course Materials

Access to the Learning Management System (LMS): This will be your home for all content including course modules, discussion forum posts, and zoom links for live events. You will receive instructions on how to access the LMS on the first day of the course.



Course Participation

This is a rigorous, intensive course designed for you to engage actively with course materials and put your learnings into action to prepare for the final exam. Students who get the most out of this course are those who engage and participate with your fellow students. This includes:

- Discussion the topics posted in the course discussion forum and interacting with your peers
- Attending the live events, including interacting with the instructors through virtual office hours

***All live events and deadlines take place in Eastern Standard Time**



Course Policies & Important Resources

Please make sure to review the [TIA Education Course policies here](#). Throughout the course, you can always refer to the Course homepage to view this syllabus, the course policies, the schedule of activities for your course, and more.



Course Completion

Upon receiving a passing grade on the exam, TIA Education staff will notify you via email that you have passed your exam. After collecting your contact information, you will then receive a course completion certificate.

This quarter will fly by – we understand that many students take this course while also working full time in their current roles as freight brokers. The students who actively participate in all the available study options often have more success on the final exams at the end of each quarter. We are so happy to have you join us for this course!

***Syllabus details are subject to change*