SPRING 2018 NEW COURSE ANNOUNCEMENT

The College of Business Administration (COBA), Department of Marketing and the Center for Transportation Studies (CTS) is pleased to announce the availability of two new and dynamic courses for the Spring ’18 semester.

There is a tremendous development in the global transportation and logistics industry, which represents a whole new set of opportunities for those who have the right education, desire, and skills to fill a growing talent shortage.

MKTG 3773 Transportation and Global Trade Management
Global Trade Management (GTM) is a critical function that ensures an organization’s international orders and imported goods comply with trade regulation of both the country of export and the country of import. GTM optimizes and streamlines the entire lifecycle of a global trade across order, logistics, and settlement activities to significantly improve operating efficiencies and cash flows. Companies that are aware of the need for trade management and understand its value to their organizations are saving millions of dollars by leveraging preferential trade programs, such as: duty drawback, free trade agreements (FTA), and foreign trade zones (FTZ).

This class is designed to provide the student a working background in the basic aspects of global trade management including classification, valuation, country of origin, export administration regulations and framework, documentation, preferential trade programs, INCO terms, trade insurance, international transportation modes and third parties, use of automated admissibility portals, documentary credits (LC’s) and global trade policy.

[MKTG3773, will be taught by a Certified Customs Broker and offered ‘on-campus’ only]

MKTG 3779 Applied Technology for Transportation Management Systems
This class has been developed for the student to experience actual Transportation Management System (TMS) applications including data modeling, contract and rate management, carrier selection, optimization, shipment tendering, tracking, invoicing and auditing. MKTG 3779 is offered online using TMS software from Mercury Gate International, one of the leading deployed TMS systems in the market. The course consists of 15 defined lab units that allow the student to experience hands on the breadth and scope of these solutions as well as integration into enterprise applications.

- Learn how to solve realistic transportation business challenges utilizing the MercuryGate software suite
- Learn about the implementation process including data maintenance, contract management, digital freight matching, carrier performance, and execution
- Participate in student career placement opportunities and internships through MercuryGate customer partners
- Hands-on experience with a leading transportation management system, and a competitive advantage in the job market

[MKTG3779 will be taught ‘online’ by an experienced third party logistics executive with C-Suite experience in customer transportation process improvement through TMS technology]