



Institute for Research & Education

Strategic Pricing 101 Program Syllabus

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Course Overview

Welcome to TIA’s Strategic Pricing 101 Program. Designed for both new and experienced freight brokerage professionals, this course offers deep insights into pricing strategies that drive profitability in the logistics sector. You'll explore essential topics such as transportation costs, market dynamics, competitive strategies, and customer expectations. Enroll now to transform your approach and excel in the competitive world of freight brokerage.

Course Objectives

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

- Understanding Pricing in the Logistics Industry
- Setting Up a Pricing Strategy
- Measuring Pricing Effectiveness



Course Calendar:

Week:	Date:	Content/What To Do
1	8-Jul-24	Start Module 1, Discussion Post 1
3	22-Jul-24	Discussion Post #2
4	29-Jul-24	Start Module 2
5	5-Aug-24	Discussion Post #3
7	19-Aug-24	Start Module 3, Discussion Post #4
9	2-Sep-24	Discussion Post #5
11	16-Sep-24	Virtual Office Hours
12	26-Sep-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 July 22)***



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*