



Photos courtesy of: Northwest Airlines, Canadian National Railroad, Halcov Lines, Ken Neohams, and Transportation and Logistics Management program.

The Twin Ports of Superior, Wisconsin and neighboring Duluth, Minnesota, form an important transportation hub for the upper Midwest. This puts UW-Superior in an ideal location for theoretical and real-life experience in transportation and logistics.

“The program connected me with the right people and the opportunity to get the internship I wanted. I refer to my internship experience on a daily basis.”

Alissa LaValley ('03) – Transportation Supervisor, Canadian National Railroad

The Twin Ports are the busiest ports on the Great Lakes. They are home to a major steamship company and port facilities handling extensive bulk commodities along with break-bulk products. The region has a major pipeline terminal, a refinery, distribution companies, and over 30 interstate trucking companies. The Twin Ports are served by five railroads with one headquartered in the area. In addition, an international airport, two general aviation airports, an aircraft manufacturer, and an airline maintenance center are located near UW-Superior.

“I loved the program. We are pushed above and beyond the classroom to do research, network with professionals in the field and do internships with companies that value your knowledge and want to see you succeed.”

Pamela Davis ('03) – International Import Specialist, CH Robinson International

To find out more, contact:

Dr. Richard Stewart
Director, Transportation and Logistics Research Center
Department of Business and Economics
University of Wisconsin-Superior
Belknap & Catlin, PO Box 2000
Superior, WI 54880-4500

Telephone: (715) 394-8547
E-mail: rstewart@uwsuper.edu

To find information about:

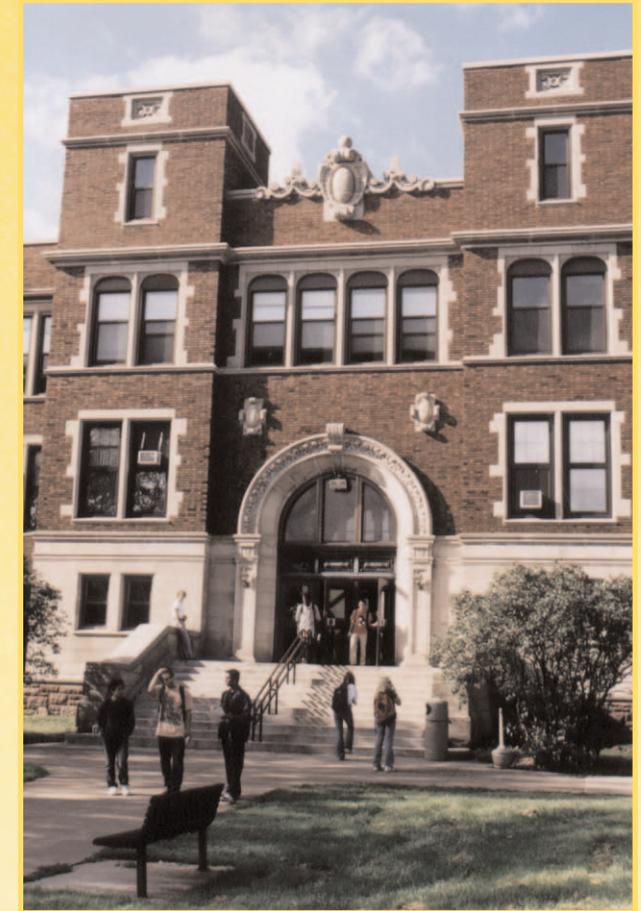
- Scholarships and funding
- Transportation and Logistics courses
- Transportation and Logistics four - year plan
- Potential careers

Go to: www2.uwsuper.edu/trans

For general UW-Superior information, contact:

Admissions Office
University of Wisconsin-Superior
Belknap & Catlin, PO Box 2000
Superior, WI 54880-4500

Telephone: (715) 394-8230
E-mail: admissions@uwsuper.edu



Transportation and Logistics Management

The efficient flow of people and materials in the global and domestic economy plays a vital role in today's business environment. Understanding transportation and logistics is key to gaining the competitive edge in the global marketplace.

The U.S. Bureau of Labor Statistics estimates that transportation-related fields are growing by nearly 56,000 jobs a year. In response to growing industry need, UW-Superior offers a Bachelor of Science Degree in Transportation and Logistics Management (T&L).

T&L program highlights:

- Highly successful placement program
- Starting salary ranging from \$30,000 to \$51,000
- Nationally accredited program
- Strategic geographic location
- Internationally focused program
- Dynamic 6- to 8-week internship

The T&L major is one of a limited number of American Society of Transportation and Logistics accredited programs in the United States, and the only transportation or logistics undergraduate major in Wisconsin. Students enjoy the benefits of UW-Superior's personal attention and its quality business programs, as well as Superior-Duluth's role as a Midwest transportation hub.



T&L students aboard a Great Lakes vessel.

Transportation management deals with the operational aspects of the five modes of transportation: air, land, marine, rail, and pipeline. Logistics assumes a systems approach to a wide variety of activities such as materials handling, warehousing, traffic management, inventory control, and packaging. The major focuses on the management of transportation and logistics as an integrated system.

Our program has a strong international component and draws on many disciplines to produce graduates with problem solving, analytical, teamwork, and communications skills. In addition to transportation and logistics, the students have a foundation of liberal arts and general business courses to

assist in developing ethical decision makers who have a global perspective and a lifetime passion for learning. In addition to specific transportation and logistics courses, students are introduced to geography, marketing, economics, accounting, finance, law, mathematics, and computer information systems.

Regional business provide students with opportunities for tours of facilities, field studies, and guest speakers. A significant learning component of the T&L major is the 6- to 8-week required internship. Students have performed internships with government agencies and private

companies across the United States and overseas.

The T&L major offers many career opportunities. In addition to the thousands of transportation and logistics firms that hire T&L majors, graduates work for governmental agencies in planning, operations, and analysis. The demands of the global market place require business leaders to have an understanding of supply chain management. The T&L graduates

"The internship program is a great way to get prepared for the real world. It gave me a feeling of what a person would expect when working in the transportation field."

*Mark Ketola ('01) – Transportation Analyst,
Midwest Energy Resources*

often take positions in finance, purchasing, marketing and sales as well as operations during their management careers.

Industry is enthusiastic in its support of the T&L program. In addition to industry-sponsored scholarships, the program has been awarded endowments, research grants, and funding for student research fellowships. Also, students participate in local, regional and national meetings, and functions of the transportation and logistics industry.

Specialized T&L courses include:

- Air, Land and Marine Transportation
- Supply Chain Management
- International and Intermodal Transportation
- Advanced Business Logistics
- Geographic Information Systems (GIS)
- Port and Terminal Management
- Urban Planning and Transportation Systems



T&L students visiting a FedEx facility.