

## About the T&L Industry

### Increasing demand:

From 2005-2011, management level job postings in transportation and logistics and supply chain positions rose by over 50%.

### Average salary by position:

In 2010, those respondents who classify themselves as entry-level earned an average of \$49,502; Those who classify themselves as experienced earned an average of \$75,383; Manager-level professionals earned an average of \$98,264; Directors earned an average of \$134,220.

### Recent economic recession:

The recession led to increased demand for T&L educated professionals by making their ability to reduce supply chain costs more valuable.

Source: Yuva, John. (May 2011). "ISM's Salary Survey." Inside Supply Chain Management, Vol. 22 No. 4, page 22. Retrieved from [www.ism.ws](http://www.ism.ws)

## Who Should Enroll?

Individuals who wish to increase their knowledge and expertise in transportation, supply chain, and logistics will benefit from this program. This might include individuals seeking a career change or those who are currently employed in positions such as: Operations Manager, Logistics Analyst, Carrier Relations Director, Director of Supply Chain Management, Sales/Marketing Manager, Planning Manager, Logistics Supervisor/Coordinator, Warehouse Manager, Director of Global Logistics, Managing Director, Transportation Analyst, VP Operations, Fleet Manager, Material Planner, Supply Chain Analyst, Import Buyer, Traffic Manager, Distribution Director, Transit Coordinator, and many more.

## Start Today!

Visit [uwsuper.edu/ctl](http://uwsuper.edu/ctl) for more information.

Email: [ctl@uwsuper.edu](mailto:ctl@uwsuper.edu)

Phone: 715-394-8469 or 800-370-9882

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Help us update our mail list!  
Contact Barb at [bfitzma@uwsuper.edu](mailto:bfitzma@uwsuper.edu)



The University of Wisconsin-Superior  
is an AST&L-Approved CTL Academic Program.



## Certified in Transportation and Logistics Online Program

UNIVERSITY of WISCONSIN  
*Superior*



Center for Continuing Education

*grow for it!*



“Companies who want to succeed in today’s global economy require personnel with education and skills in transportation, logistics and supply chain management.”

— **Richard Stewart, Ph.D., CTL**

Director, Transportation and Logistics Research Center UW-Superior

## Certification in Transportation & Logistics (CTL)

**ABOUT THE CTL:** Developed by the American Society of Transportation and Logistics (ASTL) in 1948 to promote and ensure the highest level of global standards in the field, this credential demonstrates an advanced level of proficiency in the industry. In addition to the academic requirements (6 modules at right), one must have 3 years of experience in the field OR a 4 year degree to qualify for the CTL. The CTL designation may be used after the individual’s name, similar to other professional credentials such as in accounting, insurance and other professions.

**INTERNATIONALLY RECOGNIZED:** ASTL is the global leader in the industry for professionals in the transportation and logistics industry. As such, the CTL credential is recognized in Asia, Europe, Africa, North and South America and other major transportation hubs in the world.

**FIRST OF ITS KIND IN THE NATION:** Each and every module starts on the 2nd Wednesday of the month. You may finish each module in 4 weeks to complete the certification in 6 months or complete at your own pace – all from the convenience of your home or office.

**GET STARTED TODAY!** Complete the enrollment form at [www.uwsuper.edu/ctl](http://www.uwsuper.edu/ctl) and you will begin on the 2<sup>nd</sup> Wednesday of the month. The cost of the program is \$5,994. You may pay the entire amount at once or \$999 as you go. *(Books are not included.)*

**FOR MORE INFORMATION, CONTACT US AT:**

[ctl@uwsuper.edu](mailto:ctl@uwsuper.edu) or call 800-370-9882 or 715-394-8469.

[uwsuper.edu/ctl](http://uwsuper.edu/ctl)

## Learning Objectives

Participants completing this program will:

- Recognize the economic principles and best practices in business management that provide the basis for transportation costing and pricing
- Discover how to reduce costs and increase productivity by examining effective strategies utilized by successful companies
- Determine how logistics affects customer service, corporate performance and competitive advantage
- Understand how the integration of all aspects of the supply chain serves as the foundation of a thriving, global economy
- Achieve an internationally recognized credential valued by industry leaders



## Modules (Offered on the 2<sup>nd</sup> WEDNESDAY of each month)

The following six modules are required to complete the academic requirements for the CTL. Modules are listed in the order recommended by ASTL, but you may proceed as you wish.

- |   |   |
|---|---|
| <b>1. General Management Principles</b> | <b>4. Logistics Management</b>                |
| <b>2. International Transportation</b>  | <b>5. Logistics and Supply Chain Strategy</b> |
| <b>3. Transportation Economics</b>      | <b>6. Supply Chain Management</b>             |

Specific information on each of the modules (as well as the required texts) can be found online. Successful completion (70% or greater) is required to pass each module.

## What Our Participants Say:



“Fantastic program that incorporates management courses into the transportation and logistics field. This program along with UWS’ outstanding staff opens the door for anyone looking to further their career paths.” — **John R., Wisconsin**

“The CTL program provides a comprehensive overview in the aspects of transportation and logistics that will allow professionals at every level to have an excellent understanding of their roles and responsibilities in the overall life-cycle process.” — **Brandon S., Kentucky**

“This course has been excellent and I have learned a great deal about how transportation fits into the overall logistics and supply chain industries. I would highly recommend this program!” — **Dan S., Minnesota**



“This certificate helped me to develop new ideas even after being in the logistics field for 15 years. I originally planned to attend the university, but this online program saved me commuting time.

Good Program!” — **Bella J., New York**