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LIVE INDUSTRY  
EXPERTS!

## SMC<sup>3</sup> Online Education | LTL205 Hybrid Session



### What is LTL205?

LTL205 is the fifth of five online classes offered by SMC<sup>3</sup> through LogisticsTrainingCenter.com that provide the industry's only coursework geared toward mastery of less-than-truckload transportation concepts. Created by LTL professionals, for LTL professionals, SMC<sup>3</sup>'s "LTL Business Analytics" is a capstone course designed to help students transition from theories and best practices to real-world LTL. The 8-hour course, comprising eight modules, is the fifth brick in the foundation of 21st century LTL expertise.

The eight modules are:

- Module 1** LTL Analytics - Driving Decisions with Data
- Module 2** Show Me the Data
- Module 3** What Impacts Rates?
- Module 4** Benchmarking and Scorecards
- Module 5** Three Perspectives of What the Data Reflects
- Module 6** Starting the Bid Process: A Shipper's Perspective
- Module 7** Producing & Interpreting Revenue, Expense and Operations
- Module 8** Analytics Application and Review
- Final Exam** LTL205 Final Exam

### What is the course workload?

Each module is an hour long, which can be completed at your own pace. In addition, students can participate in four live sessions featuring other attendees and industry thought leaders that span an additional four hours. That's nearly 13 hours of intensive LTL education!

### How is the LTL205 hybrid session different from the traditional LTL205 class?

SMC<sup>3</sup>'s LTL205 fall hybrid session combines the online LTL205 coursework with live sessions throughout October and November. These deep-dive, interactive LTL sessions offer an exclusive opportunity to interact with transportation and logistics experts and thought leaders:

|        |                              |   |               |
|--------|------------------------------|---|---------------|
| Week 1 | <b>Thursday, October 21</b>  | Course Overview, Module Review & Live Session | 2–3:00 pm EDT |
| Week 2 | <b>Thursday, October 28</b>  | Module Review & Live Session                  | 2–3:00 pm EDT |
| Week 3 | <b>Thursday, November 4</b>  | Module Review & Live Session                  | 2–3:00 pm EDT |
| Week 4 | <b>Thursday, November 11</b> | Module Review & Live Session                  | 2–3:00 pm EST |

### How much does it cost?

The registration fee for the LTL205 hybrid session is **\$495** for SMC<sup>3</sup> members, and **\$695** for non-members.

To register today, visit <http://bit.ly/LTL205hybrid>.

*\*No prerequisite classes are required to participate in LTL205.*



## What great insight will be shared in the four live sessions?

Over four weeks of “live” discussions, professors and knowledge experts will address a number of timely topics:

|        |   |
|--------|---|
| Week 1 | <b>Unleashing the Power of LTL Data and Analytics</b>                     |
| Week 2 | <b>Removing Complexity from the LTL Bid Process</b>                       |
| Week 3 | <b>Productive Carrier-Customer Collaboration: A Winning Strategy</b>      |
| Week 4 | <b>Advancing Your Career: Highlighting the Value in LTL Certification</b> |

### Will the live sessions be recorded?

Yes. Recordings will be conveniently located alongside the on-demand coursework. Attending the live sessions gives students the opportunity to interact with the speakers and chat with fellow students.

### For the spring course, do students need to attend online study at specific times?

No. SMC<sup>3</sup> online coursework is on-demand, allowing students to work at their own pace. Students have the option to attend the live sessions. The live sessions can be accessed via a link on the coursework page.

### How long do I have to complete the course?

From the date of registration and payment, students have 90 days to complete the online course. Students are encouraged to complete the online study coursework in conjunction with the live sessions to enhance the learning experience. Coursework can be accessed immediately upon successful registration and payment.

### In addition to LTL205, what other online courses does SMC<sup>3</sup> offer through LogisticsTrainingCenter.com?

Visit [LogisticsTrainingCenter.com](https://LogisticsTrainingCenter.com) for details on all SMC<sup>3</sup> courses:

- LTL201** The Fundamentals of LTL
- LTL202** LTL Operations from Dock to Stock
- LTL203** LTL Carrier Pricing & Costing
- LTL204** US LTL Transportation Laws and Regulations
- LTL205** LTL Business Analytics

Register today at  
<http://bit.ly/LTL205hybrid>

Have a question? Email  
[customersupport@smc3.com](mailto:customersupport@smc3.com)

### Are the four live sessions mandatory?

No. The sessions are a value-add not normally found in the LTL205 coursework. While they are not mandatory, attendance is suggested.

### Are quizzes and tests necessary?

Short, non-proctored quizzes are scheduled at the end of each module. Course administrators do monitor progress to ensure students grasp the key takeaways found within each module. The final test includes questions about topics from the entire course.

### Does the course include a certificate of completion?

Yes! Upon successful completion of the course and final exam, a download of the certificate of completion will become available.

