

TRANSPORTATION MODE AND CARRIER CHOICE DECISIONS: A TEACHING CASE

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ABSTRACT

The purpose of this paper is to outline the development of a teaching case to be used in a course in which various transportation modes are examined. In the case, students are given the opportunity to choose the appropriate mode for and make other decisions related to the cross-country shipment of manufactured goods. Various cut points are presented in the case to allow it be adapted for use in basic or advanced course settings.

The case focuses on a small manufacturer that has relied on the use of a local motor carrier to service its customers. All of the manufacturer's current customers are local. However, a recent surge in demand for the manufacturer's products has led to a need to arrange nationwide shipments. The case examines shipment of product from the manufacturer's facility on the west coast of the United States to a customer on the east coast.

A subset of the many issues that students face in the case include:

- Transportation mode and carrier choice decisions
- Customer-shipper rate negotiation
- Short and long term transportation planning