

ETHICS IN TRANSPORTATION COURSE INFO SHEET



TIA

**Member
Benefit Course**

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Course Overview

Ethical decisions are a daily reality in transportation brokerage—and they're rarely simple. From booking and bouncing to unauthorized re-brokering, transparency with shippers, and conflicts between profitability and fairness, brokers are constantly navigating situations where the "right" answer isn't always obvious.



Professional Ethics in Transportation Brokerage is designed to help TIA members understand how ethical decisions are made, why reasonable people often disagree on what is right, and how individual, organizational, and industry pressures influence behavior. Rather than prescribing answers, this course equips learners with proven ethical frameworks to think more clearly and consistently when faced with real-world dilemmas.

Through realistic brokerage scenarios and applied ethical models, participants build judgment that protects reputation, strengthens trust with customers and carriers, and supports long-term business success.

What You'll Learn

After completing this course, you will be able to:

- Understand core ethical terminology and major ethical frameworks used in professional decision-making
- Identify your personal approach to ethics and how it interacts with company culture and industry norms
- Recognize ethical risks in common brokerage scenarios such as unauthorized re-brokering, double-brokering, booking and bouncing, and incomplete shipper disclosure
- Distinguish between what is legal, what is common practice, and what is truly ethical
- Apply structured ethical reasoning to real transportation brokerage situations
- Evaluate how organizational pressures, incentives, and policies influence employee behavior
- Develop practical strategies for responding to ethical conflicts involving customers, carriers, and internal teams

- Build or strengthen a company Code of Ethics that reflects values, expectations, and accountability
- Implement ethics into daily operations through documentation, training, and consistent enforcement

Competencies You'll Build

This course supports the development of core professional competencies, including:

- **Ethical Judgment & Professional Accountability**
- **Decision-Making Under Constraints**
- **Operational Risk Awareness**
- **Customer & Carrier Trust Management**
- **Documentation & Process Discipline**
- **Organizational Culture & Leadership Responsibility**
- **Conflict Recognition and Resolution**

How the Course Works

Course Type:	TIA Member Benefit / On-Demand
Length of Access:	60 days of access from enrollment
Cost:	Complimentary to TIA Members
Final Exam:	Yes
Certificate:	Certificate of Completion issued

Who Should Take This Course?

- Freight brokers making daily operational and customer-facing decisions
- Operations professionals managing carrier relationships and service execution
- Sales teams navigating pricing, disclosure, and customer expectations
- Brokerage leaders shaping company culture and internal policies
- Anyone responsible for building trust while balancing performance, profitability, and fairness

This course is ideal for professionals who want to move beyond gut instinct and develop a consistent, defensible approach to ethical decision-making.

Why It Matters

Ethics in brokerage isn't just about avoiding violations—it's about building credibility in an industry where reputation travels fast. Small ethical lapses compound over time, eroding trust with

customers, carriers, and employees.

Professional Ethics in Transportation Brokerage gives learners a practical framework for navigating ambiguity, resolving conflicts, and reinforcing consistent standards across their organizations. Participants learn how ethical behavior emerges from a combination of individual judgment, company culture, and operational systems—and how strengthening all three leads to better outcomes.

By completing this course, brokers gain tools to clarify expectations, guide employee behavior, and make decisions that protect both short-term performance and long-term relationships—positioning themselves as trusted professionals in a complex freight environment.