



This is a graded discussion: 125 points possible

due Oct 9

## 9.4 - Intermodalism Transport Project Presentation and Discussion

As you have read, intermodalism is a very big part of the transportation system. In Module 6, you were introduced to a project that would require you to use some form of intermodalism to transport a product. Your goal was to create a PowerPoint presentation that illustrates and concisely explains how you would use intermodal transport to do this. Guidelines provided were:

### **Project Guidelines**

- Choose any product that may be shipped intermodally; however, if it is small, such as crab legs, you will need to use a carton, bushel, etc.
- Research and plan how you would ship the product at least 500 miles.
- Following all design rules for creating effective PowerPoint presentations, as outlined in the MS PowerPoint Basics tutorial linked in Activity 4.4, develop an illustrative and concise presentation composed of **13-15 slides** that:
  - Introduces your product
  - Outlines the shipment process and procedures (**Important Note:** This project does NOT require you to actually ship any product.)
  - Answers or addresses the following:
    - What is the best way (most economical) to ship your product?
    - What forms of intermodal transportation did you use and why did you use them?
    - Compare at least three different pricing strategies for your product.
    - Select, or highlight, the pricing strategy best suited for the shipment of your product.
    - Discuss how you determined the strategy for your intermodal shipment, being sure to include sources and references used in your research.

Now that you have completed your presentation, share it with your classmates by attaching it in this forum. Provide a **short abstract** introducing your presentation to your classmates in the message box. Review other presentations and provide feedback in the form of at least **two** replies.

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