

Course Completion Guide

The beauty of an online, self-paced course is that you can complete this course on your time and at your convenience. Use this course completion guide as a checklist to create a plan to complete this course successfully. Set due dates to keep yourself on track and a completion date to help you accomplish your professional development goals.

Goal Completion Date: _____

Welcome to the Beyond Economic Impact Course!

- Welcome and Course Overview, *3 mins*
- Meet the Industry Expert Leading this Course, *2 mins*
- How to Navigate this Course, *3 mins*
- Before You Begin (survey), *2 mins*

Session 1: Rear View Mirror – Intro & Historical Perspective

- Watch Session 1 video, *17 mins*
- Review Supplemental Resources (2)
- Complete Knowledge Check

Session 2: Tried and True – Measuring Success

- Watch Session 2 video, *12 mins*
- Review Supplemental Resources (3)
- Complete Knowledge Check

Session 3: Meet the Beast – The Tourism Cycle

- Watch Session 3 video, *17 mins*
- Review Supplemental Resource (1)
- Complete Knowledge Check

Session 4: Inputs, Outputs, and Outcomes, Oh My! – A Simple Theory

- Watch Session 4 video, *11 mins*
- Review Supplemental Resource (1)
- Complete Knowledge Check

Session 5: Invite Your Friends – Expanded Metrics

- Watch Session 5 video, *14 mins*
- Review Supplemental Resources (2)
- Complete Knowledge Check

Session 6: You Ought to Know – Industry Trends

- Watch Session 6 video, *23 mins*
- Review Supplemental Resources (3)
- Complete Knowledge Check



Session 7: IRL – Case Study Examples

- Watch Session 7 video, *23 mins*
- Review Supplemental Resources (3)
- Complete Knowledge Check

Session 8: Put This in Your Pocket – Practical Application

- Watch Session 8 video, *28 mins*
- Review Supplemental Resources (3)
- Complete Knowledge Check

Session 9: You're Speaking, is Anyone Listening? – Effectively Communication

- Watch Session 9 video, *18 mins*
- Review Supplemental Resources (2)
- Complete Knowledge Check

Session 10: That's a Wrap – Bringing it Home

- Watch Session 10 video, *13 mins*
- Review Supplemental Resource (1)
- Complete Knowledge Check

Finish Line!

- Congratulations message, *1 min*
- Before You Go (exit survey), *4 mins*
- Download & Share your Certificate of Achievement, *5 mins*

Congratulations! By completing this Certificate Playbook Course, you will earn four (4) credits toward your Sports Tourism Strategist designation and a certificate of achievement.

