



The Media Landscape

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 Media Landscape Course!

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

Session 1: Introduction & Overview of the Media Landscape, with Jason Gewirtz & Matt Traub

- Watch session video, *25 mins*

Session 2: Building Effective Media Relationships, with Jason Gewirtz & Matt Traub

- Watch session video, *22 mins*

Session 3: Media Pitch Best Practices, with Matt Traub & Ally Dorrrough

- Watch session video, *39 mins*

Session 4: Press Releases That Get Attention, with Jason Gewirtz & Ally Dorrrough

- Watch session video, *49 mins*
- Download the PDF resource pages (4 resources)

Session 5: Social Media Do's & Don'ts, with Matt Traub & Carli Feinstein

- Watch session video, *45 mins*
- Download the PDF resource page

Session 6: Media Marketing Best Practices, with Jason Gewirtz & Shalise DeMott

- Watch session video, *22 mins*

Finish Line!

- Congratulations message, *1 min*
- Before You Go (exit survey), *4 mins*
- Download and 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.