



VSA Dog Trainer Course Outline

Course Modules:

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| 1. Positively Philosophy | 12. Solving Common Behavior Problems |
| 2. Canine History & Ethology | 13. Teaching Private Lessons |
| 3. Canine Cognition | 14. Teaching Group Classes |
| 4. Canine Communication & Body Language | 15. Working with Humans |
| 5. Canine Enrichment | 16. Canine Health & Science |
| 6. Learning Theory & Functional Assessments | 17. Dog Sports & Working Dogs |
| 7. Managing Behavior | 18. Advanced Training & Behavior |
| 8. Positive Training Tools & Methods | 19. Animal Advocacy |
| 9. Reinforcement & Training Applications | 20. Business Management |
| 10. Teaching Basic Behaviors | 21. Marketing & Branding |

Course Structure

Orientation
Introduction to VSA Online
Getting Started
Online DTC Overview
Faculty Introductions
Resources & Information
Faculty Advisor Guide
Resources & Support
Positively Philosophy
Overview of Positive Training
What is Positive Dog Training?
Positive vs. Traditional Training
The Fallout of Aversive Methods
The Negatives of Aversive Training
Dominance, Pack Theory, & Other Misunderstandings
The Truth About Dominance & Pack Theory
Common Myths & Misunderstandings
The Positive Philosophy in Practice
Applying the Positively Philosophy
Canine History & Ethology
History of Dog Training

Where We Started
Where We Are Now
Canine Ethology
Canine Domestication
Breed Types
Dogs versus Wolves
Canine Developmental Periods
Socialization
Sensory Organs
Canine Cognition
Introduction to Canine Cognition
Canine Cognitive Science
Measuring Cognitive Intelligence
Canine Cognitive Abilities
Five Cognitive Dimensions
Introduction
Empathy
Communication
Memory
Reasoning
Cunning
Dognition
Activities to Explore Cognition
Communication Games
Attentional States Games
Reasoning Games
Empathy Games
Memory Games
Cunning Games
Imitation Games
Word Learning Games
Canine Emotion & Behavior
Human Emotion & Dogs
Happiness
Love
Jealousy
Guilt
Sadness/Depression
Fear
Phobias & Problem Behavior
Medical Issues & Behavior
The Human-Animal Bond
Emotional Attachment
Relationship Building

Canine Communication & Body Language
Canine Communication
How Do Dogs Communicate?
Canine Body Language
What is Dog Body Language?
Appeasement/Deference/Displacement/Stress Signals
Fear Signals
Early Warning Signals
Play Signals
Canine Behavior Observation
Observing & Drawing Conclusions
Dog-Dog Observation
Dog-Human Observation
Observation of Dogs and Other Species
Canine Enrichment
Introduction to Enrichment
What is Enrichment?
The Ideal Dog
Providing Enrichment
Addressing Enrichment
Types of Walks
Play as Enrichment
Enrichment Tools
Learning Theory & Functional Assessments
Learning Theory
What is Learning Theory?
Classical Conditioning
Applications of Classical Conditioning
Operant Conditioning
Application of Operant Conditioning
The ABC's of Training
Introduction to Functional Assessments
Managing Behavior
Management & Prevention
Introduction to Management
Management Strategies & Tools
Implementing Management
Setting Up for Success
Creating a Learning Environment
Positive Training Tools & Methods
Positive Training Tools
Collars
Leashes & Leash Handling

Harnesses & Halters
Fundamentals & Training Plans
Training Fundamentals
Developing a Training Plan
Positive Training Methods
Capturing
Luring
Shaping
Choosing a Training Method
Cueing, Proofing, & Fluency
Cueing
Proofing: Checking for Understanding
Fluency
Reinforcement & Training Applications
Reinforcement
What is Reinforcement?
Types of Reinforcement
Reinforcement Schedules
The Power of Choice
Training Applications
Functional Assessments Revisited
Applying Functional Assessments
Problem Solving Using Functional Assessments
Functional Assessments & Clients
Positive Training Applications
Teaching Basic Behaviors
VSA Basic Manners Behaviors
VSA Basic Manners Behaviors Overview
Attention
Sit
Touch
Down
Recall
Leave it
Wait
Leash Walking
Go to Mat
Stay
Drop
Stand
Solving Common Behavior Problems
Common Behavior Problems
Introduction to Common Behavior Problems

Puppy Problems
Training with Puppies
House Training for Puppies
Puppy Chewing/Mouthing
Adult Dog Common Behavior Issues
Training with Adult Dogs
Chewing/Destruction
Digging
Jumping
Begging
Barking
Door Issues
Pulling
Humping
Coprophagia
House Training for Adult Dogs
Teaching Private Lessons
Preparing for Private Lessons
Private Lesson Basics
Connecting with Clients
Scheduling, Time Management, and Forms
Conducting a Consultation
Teaching Private Lessons
Teaching a Private Lesson
Dealing with Family & Other Pets
Lesson Distractions
Emergency Situations
Teaching Group Classes
Preparing for Group Classes
Group Class Basics
Group Class Logistics
Group Class Health & Safety
Teaching Group Classes
Teaching a Group Class
VSA Basic Manners Class Curriculum
Working with Humans
Keeping Clients Engaged
Principles of Teaching Humans
Human Teaching Techniques
Working with Clients
Cancellations & Referrals
Safety Protocols & Preparedness
Challenging Situations

Human Communication
The Power of Self-Reflection
Creating a Relationship
The Communication Triad
Active Listening Skills
Motivating the Client
Human Behavior Change
The Stages of Change
Motivational Interviewing
Communication & Change
Self-Care & Burnout Prevention
Stress & Burnout
Compassion Fatigue
Healthy Coping Strategies
Canine Health & Science
Canine Senses
What is Sensory Education?
Smell
Sight
Taste
Hearing
Touch
Canine Health
Common Health Conditions & Issues
Vaccinations
Spay & Neuter
Canine Fitness
Canine Nutrition
Canine Diets
Nutrition & Behavior
Dogs Sports & Working Dogs
Dog Sports
Pet Dog Sports
High Drive Working Dogs
Positive Training with High-Drive Dogs
Types of Working Dogs
Police Dogs
Assistance Dogs
Service Dogs
Emotional Support Animals
Therapy Dogs
Advanced Training & Behavior
Behavior Modification

Introduction to Advanced Training & Behavior
Identifying & Addressing Stress
Arousal
Identifying Signs of Stress
Stress vs. Excitement
Determining Sources of Stress
Preventing and Reducing Stress
Identifying & Preventing Fears & Phobias
What is Fear?
Recognizing Fear in Dogs
Being the Dog's Advocate
Addressing Fear-Based Behavior
Complementary Therapies
Separation Distress & Anxiety
What is Separation Distress/Anxiety?
Managing Separation Issues
Addressing Separation Issues
Reactivity
What is Reactivity?
Examples of Reactivity
Managing Reactivity
Addressing Reactivity
Canine Aggression
What is Aggression?
Factors that Influence Aggressive Behaviors
How People Exacerbate Aggressive Behaviors
Addressing Aggressive Behaviors
Dog Bite Prevention
Assessing Dog Bites
Preventing Dog Bites
Animal Advocacy
Shelters & Animal Law
Dog in Shelters
Overview of Animal Law
Dog Trainer Liability
Breed Specific Legislation
Ethics in Dog Training
Considerations for Dogs
Considerations for Humans
When to Refer
Evidence-Based Training
Research Science for Dog Trainers
Positive Training with Other Species
Training Other Species

Helping Humans Learn
Business Management
Career Paths for Dog Trainers
Owning Your Own Business
Training for Another Company
Other Dog-Related Industries
Starting Your Business
Corporate Formation, Accounting, & Law
Protecting your Brand & Identity
Taxes, Accounting, & Bookkeeping
Following the Law in Your Area
Presenting Yourself Professionally
Communication Skills
Your Appearance
Your Representatives
Putting it All Together
Marketing & Branding
Social Media Marketing
Facebook for Business
Navigating Twitter & YouTube
Growing Your Business Using Social Media
Introduction to Marketing & Branding
Introduction to Marketing
Building a Brand
Brand Building Blocks
The Importance of Finding Your Why
Understanding Who You're Selling To
Defining What You Sell
Designing Where You'll Sell
The Secrets of How to Sell
Content Marketing Strategy
Marketing Planning
The Six Stages of Marketing
Building Your Sales Funnel
Creating Valuable Content
Amplifying Your Content
Creating Conversations
Measuring & Improving Your Marketing

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