



Certification Course in Dog Training

The Canine Club Academy

Workload: 4-6 hours/week

Course Duration: 24 weeks

About the Course

The goal of having a rewarding career working with dogs has never been more achievable. To help you attain your goals, the “Certification Course in Dog Training” is divided into three sections. The first seven Modules take students through a rigorous but enjoyable course of study, beginning with basic dog psychology, and progressing through dog training, health care, and correcting behavioral problems. The second section of the Course (Module 7 – 10) focuses on giving students the general tools and experience they need to administer their own dog business or build a strong resume and find a job in the dog industry. The final section (Business Modules 1 -4) of the Course presents students with a variety of dog businesses, and guides them through the actual process of starting their own company.

Recommended Background

Students should love dogs and have a desire to work with them. That’s really the only requirement.

Course Format

In the first and second sections of the Course (Modules 1 - 10), each Learning Module consists of three lessons. The lessons begin with approximately ten pages of reading in the Course text. After reading from the text, students will complete a quiz based on the reading, and a related hands-on Exercise that helps them to apply what they have learned in a real-world setting. Some exercises can be completed in a short time while others will require longer time commitment. Business Building Exercises that help the students develop the skills to run a dog business and assist them in beginning to set up and market their business are also interspersed through this part of the Course. There will be a final exam after Module 10.

The third section of the Course (Business Modules 1 – 4) consists of four Business Modules, each based around a specific type of dog business (i.e. doggie daycare, dog walking, etc.). These are in-depth practical modules, designed to take the student from start to finish with starting one or more of these businesses. This part of the Course is more flexible, and students may opt to skip one or more of the Business Modules, or spend more time on certain Modules, if desired, as they work with their tutors to start their own company. However, we do encourage each student to at least complete the reading and quiz portion of each Business Module, to get a real feel for what is required to start each different type of dog business.

Course Syllabus

Module Topics

Module 1: History & Psychology of Dogs

- History and Evolution of the Domestic Dog
- Specialization and Breeding
- Dog Psychology

Module 2: Dog Training – From Theory to Practice

- Canine Training Theory
- Getting Started With Training
- Developing and Fine-Tuning Your Training Style

Module 3: Basic Training for Puppies (and their New Humans)

- Becoming Your Puppy's Perfect Person
- Puppy Training 101
- Taking Care of Your Puppy's Physical, Emotional, and Cognitive Needs

Module 4: Bring out the Best in Your Rescued Dog

- Laying the Foundation for Success
- Training (or Re-Training) for Re-Homed Dogs
- Helping a Dog Recover from Trauma or Improper Socialization

Module 5: Health Care, Nutrition and First Aid

- Maintaining Proper Canine Health
- Your Dog is What He Eats – Nutrition and Diet
- Administering Basic First Aid and Going to the Vet

Module 6: Identifying and Correcting Behavioral Problems

- The Roots of Behavioral Problems
- Solving Common Issues
- Maintaining a Good Relationship While Disciplining

Module 7: Raising the Bar – Advanced Training That Fits the Dog

- Finding and Developing Your Dog's Strengths
- Is Your Dog a Circus Dog? Simple and Advanced Tricks
- Taking Your Dog to the Pro Level

Module 8: Landing a Job in the Dog Industry

- Create Your Resumé
- Finding and Applying for the Right Job
- The Interview

Module 9: The Business Toolkit and Marketing Strategies

- Direct Mailers and Traditional Marketing
- Social Marketing and Getting Found Online
- Sales 101

Module 10: The CanineClub Professional

- Keys to Becoming a True Professional
- The Administrative Side of Running a Business
- Managing Growth and Hiring Help

Business Module 1: Dog Walking – *included in Module 7*

- How to Start a Dog Walking and Pet Sitting Service
- The Walk – Before, During, and After

Business Module 2: Behavioral Counseling – *included in Module 8*

- How to Start Offering Behavioral Counseling
- Private Behavioral Counseling

Business Module 3: Doggie Daycare – *included in Module 9*

- How to Start a Doggie Daycare
- Running Your Daycare

Business Module 4: Pet Sitting Service – *included in Module 10*

- How to Start a Pet Sitting Service
- Managing Your Pet Sitting Service

Course Grading

The “Certification Course in Dog Training” is graded on a pass/fail system. All quizzes and assignments must be completed. A score of **70% or better** on the final exam is required to **PASS** the Course. Although the Course is academically rigorous, every single student is capable of passing the Course if they work hard and complete the coursework. Your success is important to us—that’s why we provide you with a personal tutor.