



# Introduction to Economic Development

## Online Learning

The Introduction to Economic Development Program is based on Comprehensive Economic Development(CED) and is inclusive to community development principles and sectors. It provides a contemporary foundation of practice relevant to Saskatchewan communities.



As the first organization in Canada to develop educational delivery for the economic development sector, SEDA consistently refines content and materials to reflect the changing nature of Saskatchewan communities as well as local, regional and global socio-economic drivers.

This program is suitable for professionals, community leaders and volunteers. Modules may be purchased individually or as a bundle. A Completion Certificate is provided to participants.



### Module 1: Establishing a Foundation

- ✓ Evolution of Community & Economic Development
- ✓ Roles of Leadership & Government
- ✓ Economic Development Organizations
- ✓ Development Staff



### Module 3: The Planning Continuum

- ✓ Planning to Plan
- ✓ Getting the Background Information
- ✓ The Economic Development Plan
- ✓ Citizen Engagement & Consultation
- ✓ The Marketing Plan
- ✓ Project Planning



### Module 2: The Profession

- ✓ Professionalism
- ✓ Cultural Competencies
- ✓ Technical Competencies
- ✓ Leadership Competencies
- ✓ Communications Competencies



### Module 4: Economic Development Strategies

- ✓ Investment Attraction
- ✓ Business Retention and Expansion
- ✓ Entrepreneurship and Industry
- ✓ Rural, Regional & Workforce Development
- ✓ Economic Reconciliation

Learn at your own pace online.  
Member and non-member rates available.



**+306-242-2752**