



SMU™

CONTINUING AND
PROFESSIONAL EDUCATION

FALL 2016
Course Catalog

FALL 2016

Professional Certificates
Personal Enrichment Classes
Test Prep

ENROLL TODAY

CAPE



NEW

DIGITAL ANALYTICS AND INSIGHTS CERTIFICATE PROGRAM

Sitting at the intersection of marketing, data analytics, and web development and design, digital analytics informs marketing decision-making and overall business strategy. We created the Digital Analytics and Insights Certificate program to incorporate the latest tools and trends along with time-tested approaches taught by industry veterans. Earn your certificate in as little as one semester.

smu.edu/digitalanalytics

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LEARN SOMETHING NEW

Keep your mind active with fresh ideas. Our Personal Enrichment short courses cover fascinating subjects from architecture to personal finance. Explore the life and work of Hunter S. Thompson with a noted local reporter. Learn Spanish or Italian. Make a date for learning this fall with more than 30 new courses, plus returning favorites.

smu.edu/informal

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Customized Programs Designed to Help Your Organization *grow*

Bring any of our programs to your business with our custom training options. We've served top DFW companies like Atmos Energy, and groups of three or more can take advantage of special discounts.

smu.edu/capecustom

**BRING
SMU TO
YOU**



Test Prep for Your Next Step

Whether you are applying to business school or taking a project management exam, SMU Test Prep has a course to meet your needs. SAT and ACT prep courses are also offered for high school students on weekends and during school breaks.

smu.edu/testprep

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LIFE CHANGERS

Many of our students are taking their CAPE courses to initiate a change: to prepare for a new career, to move up in their current work, to learn a different language, to explore a topic in which they have always been interested, or simply for the love and joy of learning.

People who dare to transform their lives are brave, fierce, and determined. They carve out time from their busy lives to come to class at SMU or online, where they make friends, network, and connect.

Reconnect with the learner in you. We promise it will be worth it.

We love meeting you and hearing your stories, so please share them with us at smu.edu/mycapestory. See you in class!

~ The SMU CAPE Team



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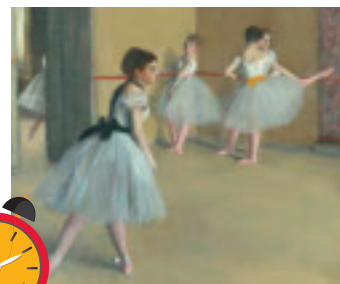
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The SMU CAPE Team is ready to serve you! From left to right: Irma Gonzales Skaggs, Terry Teague, Susan McAllister, Marlon Carbajal, Katie Hutton, Lea Worth, Lisa Kays, and Kimberly Rutigliano, Director.



DIGITAL MARKETING

CERTIFICATE PROGRAM

NEW

Digital Marketing is one of the fastest-growing, fastest-changing, and highly-paid professions in the country. That's why we developed this professional certificate program by interviewing and surveying DFW companies to determine the skills they are looking for in their employees. This fast-paced and flexible program is designed to teach you the most current topics and practical skills you need to be a successful digital marketer now and in the future. Choose from two areas of concentration: Marketing Strategy and Analysis or Digital Branding and Communications.



PROGRAM FAST FACTS

Classes meet one evening per week, 6–9 p.m.

NEXT START DATES:

September 12, 2016

Marketing Strategy and Analysis concentration

Priority Rate before August 29, 2016

September 19, 2016

Digital Branding and Communications concentration

Priority Rate before September 5, 2016

TUITION:

\$3,495 – Priority Rate

\$3,745 – Standard Rate

Student loan options available.

KEY BENEFITS

■ LEARN FROM EXPERT INSTRUCTORS

Learn to develop a digital marketing strategy and how to execute it, integrating all of your digital marketing channels.

■ DEMONSTRATE ROI

Learn to choose the right tools for analytics and to focus on the most meaningful metrics and key performance indicators.

■ STAY ON THE LEADING EDGE

Leave prepared to keep up with what's new and what's next in the digital marketing field.

WHO SHOULD ATTEND

- Marketing, advertising, communications, and PR professionals who need to get up to speed fast on digital marketing or who seek a professional qualification to add to their resumes
- Young professionals and recent marketing graduates who recognize the need to expand their knowledge and skills to be more desirable to potential employers
- Small business owners who want to quickly gain an understanding of the latest digital marketing and social media techniques

PROGRAM FORMAT

This program is offered in a face-to-face, classroom setting in a modular format. This means that you have scheduling and payment options available to register for one course individually, or take all of the courses to complete the full certificate.

HOW TO ENROLL

Submit your application form and fee online. Enrollments are accepted on an ongoing basis. **Register and pay for the full certificate by the priority registration date and save \$580 over the price if purchased separately!**



>> LEARN MORE

Download the whitepaper: *How to Keep Your Online Marketing Tactics Up-to-Date.*
smu.edu/digitalmarketing

CHOOSE A SET OF TWO REQUIRED COURSES FOR YOUR CONCENTRATION

CONCENTRATION IN MARKETING STRATEGY AND ANALYSIS



1. Digital Marketing Strategy and Management
2. Digital Marketing Analytics

CONCENTRATION IN DIGITAL BRANDING AND COMMUNICATIONS



1. Best Practices in Social Media and Digital Communications
2. Digital Engagement and Advanced Social Media Management

CHOOSE ANY THREE ELECTIVES TO COMPLETE YOUR CERTIFICATE



Search Engine Optimization and Marketing Strategies
 Digital Branding and Engagement
 Mastering PPC and Paid Search
 Advanced Excel for Data Analytics
 Developing and Implementing a Social Media Marketing Campaign
 Email Marketing: Leveraging Your Most Powerful Channel
 Writing Engaging Content and Copy
 Digital Public Relations

DIGITAL MARKETING REQUIRED COURSES

Digital Marketing Strategy and Management

The foundation of success in digital marketing is the ability to both develop a great strategy that supports your business goals and to execute the strategy on time, within budget, and with measurable results. This course will teach you how to design and develop a digital marketing strategy that is aligned with your organization's goals, plus how to put that strategy in place and measure its results. This course is taught by a leading marketing strategist who is also a certified Scrum Master in Agile project management.

Brad McCormick

6 Monday evenings, 6–9 p.m. 9/12–10/17

\$995

Digital Marketing Analytics

The ability to analyze, understand, and use your data has become a fundamental component of the digital marketing profession. This course will teach you to align measurement with strategic objectives and set targets using key performance indicators. You'll learn how and when to use the many analytics tools available to you and how to develop customer profiles and segments. You'll leave ready to create dashboards to present a compelling story to the C-suite. This course also includes the *Advanced Excel for Data Analytics Workshop*.

Jacob Knettel

6 Monday evenings, 6–9 p.m. 10/24–12/12, skip 10/31, 11/14

\$995

Best Practices in Social Media and Digital Communications **NEW**

Covering the waterfront of digital communications, this course provides an experienced-based view of the latest services and channels and how to use them to meet your business goals. You'll explore the unique strengths and most strategic uses for each, learn about the "digital diamond," SEO and how to create a results-driven digital plan. Gain an understanding of content marketing techniques to prioritize ROI and develop brand awareness in the digital space.

Steve Lee

8 Monday evenings, 6–9 p.m. 9/19–11/28, skip 10/10, 10/31, 11/21

\$995

Digital Engagement and Advanced Social Media Management **NEW**

Take a deep dive into best practices, strategic uses, and engagement techniques for all digital communication tools, especially blogs and social media networks. Learn to produce return on investment that will be meaningful to your organization using blog writing techniques, engagement practices, live blogging, statistical measurement, and search engine optimization (SEO) techniques. You will leave this class prepared to plan, execute, and evaluate your digital communications efforts.

Steve Lee

7 Monday evenings, 6–9 p.m. 1/23–3/6/2017

\$995

DIGITAL MARKETING ELECTIVES

Search Engine Optimization and Marketing Strategies

Search Engine Optimization (SEO) has become a fundamental component of any successful digital marketing strategy, but it is often the most misunderstood and difficult to execute because the landscape and the 'rules' are continually changing. This course will provide you with the basic building blocks, tools, and strategies to succeed in this fast-paced and ever-changing field. Focusing on organic SEO, you'll get hands-on experience setting up, implementing, and measuring the effectiveness of an SEO/SEM campaign.

Beth Kahlich

4 Thursday evenings, 6–9 p.m. 10/6–10/27

\$695

Digital Branding and Engagement **NEW**

In the digital world, managing a brand has become less about advertising and more about engaging with customers and having conversations. Each digital platform has its own unique set of branding considerations and a specific audience that interacts with your brand in a variety of contexts. It's your job to engage across all digital platforms while maintaining a consistent brand message that is both personalized and integrated. Sound daunting? This class will equip you to manage this challenge.

Tom Dennis

Jim David, M.B.A.

4 Tuesday evenings, 6–9 p.m. 11/8–12/6, skip 11/22

\$695

Mastering PPC and Paid Search

Pay Per Click advertising is one of the most measurable and effective methods of selling and generating leads on the internet. However, many campaigns are unsuccessful because they are not set up correctly or monitored appropriately. This hands-on course will cover the best practices of how to use Adwords. Through actual hands-on exercises, you will learn how to choose search terms to fit your objectives and budget, set up and automate the campaign, use power tools, and measure your results.

Steven Hammer

4 Wednesday evenings, 6–9 p.m. 11/9–12/7, skip 11/23

\$695

Advanced Excel for Data Analytics Workshop

Microsoft Excel is one of the most powerful, most widely-used tools in data analysis. Mastery of some key Excel techniques is fundamental for anyone looking to work in the analytics field. This one-day workshop will give you the opportunity to learn and practice the most important features of Excel used in analysis of data. Through hands-on exercises you will learn functions, formulas, pivot tables, text to columns, data visualization in excel, forecasting, camera images, and macros.

Rebecca Visconti

1 Saturday intensive workshop, 9 a.m.–4 p.m. 11/12

Workshop meets at Plano campus

\$395



LEARNING ANYTIME, ANYWHERE

ONLINE CERTIFICATES ARE AVAILABLE IN:

- Digital Arts
- Mobile Application Design and Development
- Technical Writing
- Linux System Administration
- Grant Writing
- Management for Nonprofit Organizations

smu.edu/capeonline

Developing and Implementing a Social Media Marketing Campaign

Social media is an essential component of any marketing campaign. Designing and implementing an effective and integrated campaign requires a different mindset than simply pushing out messages through social media channels. To realize an ROI for your social media efforts, your strategy needs to be grounded in analysis, integrated with other platforms and channels, and implemented on time and within budget. You will learn how to develop a strategy, integrate SM with other marketing channels, measure the success of your campaign, and gain insight from analysis.

Lissa Duty

4 Tuesday evenings, 6–9 p.m. 3/21–4/11/17

\$695

Email Marketing: Leveraging Your Most Powerful Channel

Email remains the undisputed leader of all digital channels for engaging with customers, driving people to your website, and delivering marketing messages. While email marketing is a marketing staple, the landscape in which it operates and how it interacts with your other channels has become more complex. Learn the most effective strategies and tactics to maximize your overall marketing results. You will also receive an email toolbox including explanation of best practices, reporting templates, and vendor evaluations.

Renee Adams

4 Monday evenings, 6–9 p.m. 4/17–5/8/17

\$695

Writing Engaging Content and Copy

The ability to write engaging content is currently one of the most marketable skill sets. This interactive workshop will expand the writing skills you already have and help build your portfolio through class projects. During this course, you will learn mechanics and principles, and how to put them into practice; blogging and writing for the web, including social media, email copy, landing pages, and websites; writing for print, from advertisements to print brochures; using different voices and developing your own style; and how to create persuasive and compelling copy that gets results.

Laura Wooten

5 Wednesday evenings, 6:30–9 p.m. 4/26–5/24/17

\$695

Digital Public Relations

The profession of Public Relations has changed radically over the past five years. Traditional media relations such as working with reporters has given way to engaging with your audiences directly through multiple digital channels. From digital PR tools, to SEO, social media, and content, this course will get you up to speed fast on what you need to know as a PR professional. You'll leave ready to engage your audiences as you monitor, listen, and respond in the 24-hour multi-channel digital world.

Jared Carrizales

4 Tuesday evenings, 6–9 p.m. 5/16–6/6/17

\$695



Kari Yeh, MBA '04

Marketing Communications Manager Digital Marketing Certificate Program

Why did you choose this program?

In 2004, I completed my MBA from SMU and worked in marketing for 12 years. Since the digital marketing revolution occurred after I completed my MBA, it was not part of the MBA program. Although I was working in marketing, I was in an industry that was lagging behind in digital so I took the digital marketing classes to learn more about what other companies were doing to promote their brand and drive sales.

What was the biggest benefit of the program for you?

I enjoyed the entire digital marketing certificate experience and appreciated the opportunity to meet people in class while I was transitioning to a new job. It was fun to learn as a group. The program helped me strengthen my digital marketing skills and find a new position in marketing. Four days after I completed my digital marketing certificate at SMU, I got a great job offer for a position that allows me to use traditional and digital marketing tactics to achieve business objectives.

What was favorite course, instructor, or experience?

My favorite instructor was Brad McCormick for Digital Marketing Strategy. He is an excellent presenter, provided good information, and put a lot of thought into his curriculum. The class included an exercise that helped us follow his strategic approach to marketing. We used post-it notes to convey our thoughts and develop our marketing strategy. I enjoyed seeing everyone participate and listening to their ideas. I also liked the individual presentations at the end of the course.



SHARE YOUR STORY

#mycapestory





DIGITAL ANALYTICS AND INSIGHTS

CERTIFICATE PROGRAM

NEW

Digital analytics sits at the intersection of marketing, data analytics, and web development and design. As data-driven marketing becomes the norm in business, this skill set will be essential to inform both marketing decision-making and overall business strategy. We created the Digital Analytics and Insights Certificate program to incorporate the latest tools and trends along with time-tested approaches taught by industry veterans. This fast-paced program will equip you with the knowledge you need to bring together vast amounts of data to provide actionable insights and communicate them effectively to leadership.



PROGRAM FAST FACTS

Classes meet Thursday evenings and every other Monday, with two Saturday workshops

NEXT START DATE: March 16, 2017

TUITION: \$2,485

Student loan options available.

KEY BENEFITS

■ LEARN THE ENTIRE PROCESS

From data collection to analysis, plus how to use essential tools like Google Analytics

■ COMMUNICATE LIKE A PRO

Understand how best to communicate your insights to decision-makers and put them into action to advance business goals.

■ EXPAND YOUR PROFESSIONAL NETWORK

Network with and learn from instructors who are respected digital analytics professionals.

WHO SHOULD ATTEND

- Marketing, communications, UX, web design, business analytics, content development, or SEO professionals
- New marketing and business graduates who recognize the need to expand their knowledge and skills to appeal to potential employers
- Anyone who needs to understand how their customers and potential customers interact with your company through the web, mobile, social media, and more.

REQUIRED COURSES

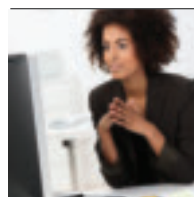
- Digital Marketing Analytics
- Tools and Technologies for Digital Analytics
- Website Conversion Optimization
- Insights, Storytelling, and Analytics Management
- Advanced Excel for Data Analytics (One-Day Workshop)
- Adobe Analytics (One-Day Workshop)

PROGRAM FORMAT

This program is offered in a face-to-face, classroom setting in a modular format. This means that you can choose to purchase the full certificate at one time at a discounted price or purchase the individual courses a la carte. Please note: this field is moving and changing so quickly that we highly recommend completing your certificate in one semester.

HOW TO ENROLL

Submit your application form online. Application fees are being waived as a special introductory offer. Applications are accepted on an ongoing basis. Register and pay for the full certificate at one time and save \$495 over the price if purchased separately!



>> LEARN MORE

Get answers to your questions. Call or text a Program Advisor at 214.621.4834. smu.edu/digitalanalytics

DIGITAL ANALYTICS AND INSIGHTS COURSES

Digital Marketing Analytics

The ability to analyze, understand, and use your data has become a fundamental component of the digital marketing profession. This course will teach you to align measurement with strategic objectives and set targets using key performance indicators. You'll learn how and when to use the many analytics tools available to you and how to develop customer profiles and segments. You'll leave ready to create dashboards to present a compelling story to the C-suite. This course also includes the *Advanced Excel for Data Analytics Workshop*.

Cameron Gawley
6 Thursday evenings, 6–9 p.m. 3/16–4/20/17 \$995

Digital Analytics Tools and Technologies NEW

Choosing the right digital analytics tools for the right purpose is an essential component for any analytics project, but the number of available options can be overwhelming. You won't use all of the tools all of the time, but you do need to be familiar with the best and most often-used options. Learn to define business requirements and key performance indicators then select the best tools for different scenarios.

Rebecca Visconti
5 Monday evenings, 6–9 p.m. 3/20–5/15/17, skip 3/27, 4/10, 4/24 and 5/8 \$795

Website Conversion Optimization NEW

Advance from knowing how to pull reports to knowing how to do analysis. Go beyond providing basic data to finding actionable information and weaving it into a story that people at all levels of a company can understand. This hands-on course will walk you through best practices for analysis using real digital analytics data to answer real business questions and will include landing page optimization, A/B and multivariate testing, and mining data for actionable insights.

Halee Kotara
5 Thursday evenings, 6–9 p.m. 4/27–5/25/17 \$695

Insights, Storytelling, and Analytics Management NEW

The ability to effectively collect and analyze data from your digital channels is just a part of what it takes to be a successful digital analyst. The best and most sought-after analysts are also skilled in communicating their insights, storytelling and the overall management of analytics projects and its role within the wider organization. Learn to create visualizations and dashboards and combine online and offline data to find new insights from a highly-regarded DFW leader and practitioner.

Jeff Rosenfeld
3 Thursday evenings, 6–9 p.m. 6/1–6/15/17 \$495

Advanced Excel for Data Analytics Workshop

Microsoft Excel is one of the most powerful, most widely-used tools in data analysis. Mastery of some key Excel techniques is fundamental for anyone looking to work in the analytics field. This one-day workshop will give you the opportunity to learn and practice the most important features of Excel used in analysis of data. Through hands-on exercises you will learn functions, formulas, pivot tables, text to columns, data visualization in excel, forecasting, camera images, and macros.

Rebecca Visconti
1 Saturday intensive workshop, 9 a.m.–4 p.m. 4/22/17 \$395

Adobe Analytics Workshop NEW

This intensive hands on workshop is designed to help you become familiar with the most important features and uses of Adobe Analytics. After attending this workshop you will be familiar with and understand the Adobe Marketing Cloud ecosystem and the elements of an Adobe Analytics Deployment, with and without Dynamic Tag Manager. You'll also learn about the primary user interface and reporting components and the implementation process for Mobile Apps and the Mobile Services Interface.

Kevin Jemison
1 Saturday intensive workshop, 9 a.m.–4 p.m. 5/13/17 \$395

THE SMU ONLINE MASTER of DATA SCIENCE

DataScience@SMU is a hands-on master's degree program designed to prepare you to gather, understand, manage, and analyze large data sets. The program features live, online classes and high-quality, self-paced coursework, grounded in computer science, statistics, strategic behavior, and data visualization. datascience.smu.edu





DATA ANALYTICS COURSES

Data Driven Marketing: Marketing Analytics **NEW**

Modern marketers are expected maximize the effectiveness of their marketing investments using data to guide their decisions. Although marketers have mountains of data available to them, many are uncomfortable with how to select and use data. This hands-on workshop will get you started on your data-driven marketing journey. Using Excel, you'll learn how to optimize pricing, what product features influence your customers' preferences, and how to identify a profitable niche in a crowded market.

Sujoy Chandra

5 Tuesday evenings, 6–9 p.m. 10/11–11/1 and

1 Saturday, 9 a.m.–12 p.m. 11/5

\$695

Big Data and Hadoop

Big data isn't just a buzz word – it is the very real challenge many organizations face as they try to cope with vast amounts of data from multiple sources in a variety of forms. Hadoop is one of the most in-demand tools for handling and managing big data. Through interactive, hands-on exercises, participants will learn to navigate the Hadoop ecosystem, learning Hadoop architecture, HDFS, YARN, and MapReduce Framework. Various data ingestion techniques will be covered, as well as building Hive tables, running SQL-like queries, and how to transform data using Pig to gain valuable business insights.

Sadu Hedge

4 Saturdays, 9 a.m.–4 p.m. 11/12–12/10, skip 11/26

\$795

Apache Spark Workshop **NEW**

As the most active Apache Open Source project in big data, Spark is being used to solve an increasing variety of complex data problems. Learn Spark basics, architecture, MapReduce and Spark compression. Explore RDD fundamentals, interactive Spark programming, and writing and deploying Spark applications. Common Spark use cases will also be covered, and you'll get an introduction to machine learning in this hands-on workshop.

Sadu Hedge

3 Saturdays, 9 a.m.–4 p.m. 1/28–2/11/17

\$695

Big Data Principles, Practices and Management **NEW**

Organizations across all industry sectors are adopting big data technologies to manage and analyze data to gain better insights and leverage fact-based decision making. Learn how and when to combine the various platforms to support business initiatives and facilitate the discovery of new insights and facts. You'll also learn Hadoop fundamentals, architecture, tools, and technologies from one of DFW's experts in the field.

Sadu Hedge

4 Thursday evenings, 6–9 p.m. 10/13–11/3

\$595

Using R to Analyze Google Analytics and Piwik Data

R is an open source environment for data analysis and one of the primary tools used in data analytics and machine learning. This hands-on class will help both programmers who need to learn data analysis tools and data science professionals who know SAS learn how and when to use R and Shiny. You will actively practice the R programming language and commands, learn to use R for reading and writing data, and discover how to communicate your results effectively in both print and interactive Shiny visualizations. The course assumes some knowledge of programming languages and basic statistical concepts.

Bruce Moore, D.Eng.

4 Thursday evenings, 6–9 p.m. 11/10–12/8, skip 11/24

\$495

Data Visualization and Dashboard Design

Learn the art and science of data visualization and infographics, and why visual communication is so effective. Explore the data-driven design process, including better chart design, and chart types. Gain an understanding of software and online tools, copyright and trademark issues, storytelling with data, and designing your own infographic resume – plus strategies for publishing and promoting infographics online. This is a hands-on, interactive course taught by one of the area's leading data visualization designers.

Randy Krum

6 Wednesday evenings, 6–9 p.m. 11/2–12/14, skip 11/23

\$595

Building your Machine Learning Toolkit **NEW**

Businesses are hungry to leverage the wealth of data being captured from interactions among people, businesses, devices, and other machines. Machine learning addresses this need by systematically deriving actionable knowledge from such data by employing well-researched algorithms and frameworks. This course is designed to give you practical knowledge of a set of core machine learning algorithms such as clustering, decision trees, artificial neural networks, market basket analysis, and natural language processing.

Prabhu Saiprabhu

6 Tuesday evenings, 6–9 p.m. 2/21–3/28/17

\$595

Machine Learning with Big Data Workshop **NEW**

A huge amount of interrelated data is being captured from interactions among people, businesses, devices, and machines. Simultaneously, capacity and fault tolerance of systems that can store and process data have increased significantly. Businesses need to leverage this wealth of data and growing capabilities to be efficient and competitive. In this advanced, hands-on course, you'll learn how to leverage the Hadoop ecosystem and machine learning to solve real-world big data problems.

Prabhu Saiprabhu

4 Saturdays, 9 a.m.–4 p.m. 4/29–5/20/17

\$695



WEB DESIGN

CERTIFICATE PROGRAM

Make yourself stand out by adding web design skills to your resume. The Web Design Certificate Program equips you with the comprehensive knowledge you'll need to plan and build websites. Ideal for seasoned professionals looking to learn the latest industry advances, as well as beginning designers seeking a strong grounding in the fundamentals, this program includes over 150 hours of web design education. You can earn your certificate in less than one year while practicing your skills on real-world projects to build your portfolio.



PROGRAM FAST FACTS

Classes meet Monday and Wednesday evenings,
6:30–9:30 p.m.

NEXT COHORT: October 12, 2016–August 7, 2017
Dallas campus

Priority Rate before September 28, 2016

TUITION: \$4,145 – Priority Rate
\$4,395 – Standard Rate
Student loan options available.

KEY BENEFITS

- **LEARN FROM EXPERT INSTRUCTORS**
Each course is taught by practicing professionals who are experts in their fields.
- **STAY ON THE CUTTING EDGE**
The skills and techniques you will learn are completely relevant and up-to-date for the changing world of web design.
- **BUILD YOUR PORTFOLIO**
You can complete the program, while building your portfolio, in about 10 ½ months.

WHO SHOULD ATTEND

- Aspiring web design professionals seeking a strong foundation in tools and techniques
- Seasoned web professionals looking to learn current best practices
- Graphic design professionals seeking to enhance their skill set, training, and resume
- Small business professionals looking to create or improve their website

REQUIRED COURSES

- Introduction to Web Design
- HTML5/CSS3: Level 1
- Photoshop Essentials for Web Design
- HTML5/CSS3: Level 2
- Illustrator Essentials for Web Design
- Fundamentals of User Experience and User Interface
- JavaScript and jQuery for Designers
- Responsive Design
- Web Design Capstone

PROGRAM FORMAT

This program is offered in a blended cohort format, with some classes meeting online and others in a classroom setting. The cohort format means you progress through the program with the same group of students. Students register and pay for the entire certificate at one time.

HOW TO ENROLL

Submit your application form and fee online. Admission to the program requires a four-year undergraduate degree or four years of related professional experience. Enrollments are accepted on an ongoing basis.



>> LEARN MORE

Talk with a Program Advisor at 214.621.4834. Visit us online for course descriptions.

smu.edu/webdesign



USER EXPERIENCE DESIGN

CERTIFICATE PROGRAM

User Experience Design (UX) is one of the fastest-growing and most innovative and exciting career paths in the interactive industry today. Discover the many facets of this in-demand profession, and learn the skills, tools, and techniques that UX designers apply every day. You'll practice the essential skills of UX, guided by leaders in the field, while you work on a project in hands-on workshops. Learn why research is an essential part of any successful UX project and practical tips that you will be able to put to work immediately.



PROGRAM FAST FACTS

Classes meet Tuesday evenings 6–9 p.m.
and one Saturday workshop

NEXT START DATE: October 1, 2016

Plano campus

TUITION: \$2,695

Student loan options available.

KEY BENEFITS

■ LEARN FROM THE EXPERTS

All courses are taught by seasoned professionals who work in the UX industry and who share tips and tricks of the profession that employers demand.

■ INDUSTRY-DRIVEN CURRICULUM

The program has been developed in consultation with industry to be relevant and completely up-to-date.

■ CONVENIENT SCHEDULE

With classes on weekday evenings to fit your busy life, you can complete your certificate outside of work hours in just one semester.

MEET *your* INSTRUCTORS at
SMU.EDU/UXINSTRUCTORS 

WHO SHOULD ATTEND

- Web and app designers and front-end developers, as well as software developers
- Graphic, visual, and product designers
- Interactive and digital marketing professionals
- User research and usability analysts
- Information architects, interaction designers, and community managers

REQUIRED COURSES

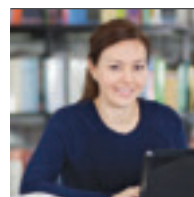
- Introduction to User Experience Workshop
- User Research and User-Centered Analysis
- User Experience Design
- Usability Testing

PROGRAM FORMAT

This program is offered in a face-to-face, classroom setting in a modular format. This means that you have scheduling and payment options available to register for one course individually, or take all of the courses to complete the full certificate.

HOW TO ENROLL

Submit your application form online. Enrollments are accepted on an ongoing basis. **Register and pay for the full certificate and save nearly \$185 over the price if purchased separately!**



>> LEARN MORE

Read full course descriptions on our website.
smu.edu/ux

USER EXPERIENCE DESIGN COURSES

Introduction to User Experience Workshop

Need to get up to speed fast on user interface and user experience design (UI/UX)? This quick-start interactive class will give you an overview of where UX is today and where it is going in the future. Find out about the entire UX industry and landscape in DFW and beyond, pitfalls to avoid, where opportunities exist, and how to develop a UX strategy that meets your goals. You'll learn about content strategy, information architecture, wire frames, front end development, and product design in this engaging one-day workshop.

J. Schuh

1 Saturday intensive workshop, 9 a.m.–4 p.m. 10/1 **\$495**

User Research and User-Centered Analysis

User research is the art and science of obtaining an in-depth understanding of people's behaviors, needs, and motivations through observation techniques, task analysis, and other feedback mechanisms. It is no longer acceptable to require users to adapt their natural behaviors in order to learn and use a new product. Successful User Experience (UX) designers work from the principle of supporting the existing behaviors and beliefs their users already have, and careful user research and user-centered analysis helps uncover this critical information. Learn why user research is the bedrock of any UX project, how to sell this concept to higher-ups, and best practices in conducting user research – plus how to avoid the potential pitfalls along the way. Taught by one of DFW's leaders in the field.

Brian Sullivan

3 Tuesday evenings, 6–9 p.m. 10/4–10/18 **\$695**

User Experience Design

This fast-paced class will cover the essential areas of User Experience Design. Through design exercises, you will learn about design thinking, communicating design ideas, considerations when designing for websites, web applications or wearable technology, writing user stories, and more. Using Agile UX techniques, you'll gain an understanding of the experience of working in a fast-paced product development cycle. This course is taught by one of DFW's recognized leaders in UX, who will share numerous practical tips and tricks and real world examples, case studies, and guidance that you can take back to the office and use immediately.

Preston McCauley

5 Tuesday evenings, 6–9 p.m. 10/25–11/29, skip 11/22 **\$895**

Usability Testing

The competition for high-quality websites and apps is stronger than ever, and the risk of producing a poor quality product can be detrimental to business, your brand, and your reputation. Speed to market is pointless if the product doesn't work, and users quickly abandon it or worse, write a negative review. The earlier you test, research, and inspect, the earlier you can identify problems, save hours of needless work, and ship a high-quality, competitive product to market. Learn what to test, when to test it, and how to pick the right usability method for your project and situation. Plus, you will receive practical advice and insight from an industry expert on how to interpret your findings, how to determine the best recommendations, and how to present your results.

Brian Sullivan

4 Tuesday evenings, 6–9 p.m. 12/6/16–1/10/17, skip 12/20, 12/27 **\$795**



“
I liked the mix of theoretical information and hands-on assignments. Working through different phases in each individual class was a great process.

UX STUDENT



GRAPHIC DESIGN

CERTIFICATE PROGRAM

In a competitive marketplace, brand recognition and design ingenuity are crucial. Learn to plan, manage, and deliver professional graphic design projects through this hands-on certificate program. You'll learn from seasoned professionals while you practice on real-world projects to build your portfolio. You can complete the program in nine months outside of work hours.



PROGRAM FAST FACTS

Classes meet Tuesday and Thursday evenings,
6:30–9:30 p.m.

NEXT COHORT: September 6, 2016–May 23, 2017
Dallas campus

Priority Rate before August 23, 2016

TUITION: \$3,745 – Priority Rate
\$3,995 – Standard Rate

Student loan options available.

KEY BENEFITS

■ TAUGHT BY PRACTICING DESIGNERS

Learn graphic design from experts with years of experience in (and advice from) the field.

■ UNDERSTAND THE PROCESS

By working on real-world projects, you will build your technical skills and understand how to manage the phases of the design process.

■ FITS YOUR BUSY LIFE

You can complete the program in just nine months in convenient evening classes.

WHO SHOULD ATTEND

- Aspiring graphic design professionals seeking a strong foundation in the latest Adobe software
- Seasoned graphic design professionals looking to learn current best practices
- Professionals seeking to enhance their skill sets, training, and resume

REQUIRED COURSES

- Introduction to Graphic Design (Online)
- Acrobat
- Illustrator
- InDesign
- Print Graphics with Photoshop
- Graphic Design Certificate Capstone

PROGRAM FORMAT

This program is offered in a blended cohort format, with the first class meeting online and the other courses in a classroom setting. The cohort format means you progress through the program with the same group of students. Students register and pay for the entire certificate at one time.

HOW TO ENROLL

Submit your application form and fee online. Admission to the program requires a four-year undergraduate degree or four years of related professional experience. Enrollments are accepted on an ongoing basis.

MEET *your* INSTRUCTORS at
SMU.EDU/GRAPHICINSTRUCTORS 



>> LEARN MORE

Read full course descriptions
on our website.

smu.edu/graphicdesign

DESIGN COURSES

The Business of a Design Career

Becoming a successful design professional is about more than talent and technical skills. Business savvy is equally important. Prepare to start a small graphic design business, operate as a freelance artist, or work as a designer in a larger firm. You'll learn how to handle work flow, interview a new client, and understand basic finances. Taught by a working design professional with 20 years of experience, this class will teach you to prepare a sample proposal, estimate, and invoice. You'll also gain invaluable tips for networking and developing your new business prospects.

Toni M. Schuster

4 Mondays, 6:30–9:30 p.m. 10/17–11/14, skip 10/31

\$189

Motion Graphics and Video with Adobe After Effects

Videos are quickly becoming the number one digital medium for entertainment, education, and brand awareness. With over four billion videos being viewed a day on YouTube and social media channels, it is becoming increasingly necessary to produce compelling video content. This course will cover the fundamentals of motion graphic design required to produce professional videos. You will leave this class with the understanding and knowledge on how to produce engaging video content and logo animations.

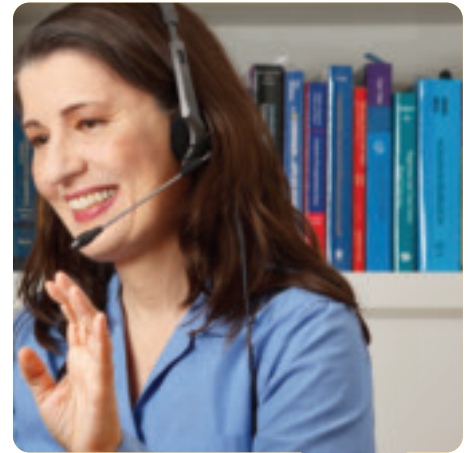
J. Schuh

6 Thursdays, 6:30–9:30 p.m. 10/27–12/8, skip 11/24

\$295

NEW

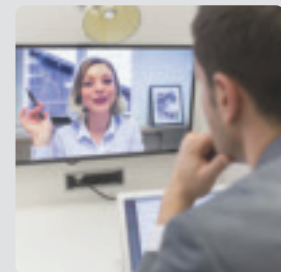
Be Prepared
for your
Next Move



Certificate programs now include career coaching services designed for working adult students.

When you enroll in one of our professional certificate programs, you can choose to take advantage of a new benefit: anytime, anywhere access to professional career coaches experienced in supporting working adults with the creation and execution of career action plans based on their unique experience and goals.

You get personalized guidance and feedback, along with on-demand access to interactive training on critical topics, including networking, interviews and landing the job – accessible through our smartphone app or online.



smu.edu/capecoaching



BOSS BOOT CAMP

SUPERVISION BEST PRACTICES CERTIFICATE

To be successful as a manager, you need a wide range of skills – from communication to team-building. Whether you're a brand new supervisor or a more experienced manager, you will gain the confidence, knowledge, and skills you need in the new Boss Boot Camp. Upon successful completion of this eight-week program, you will receive the SMU Certificate of Supervision Best Practices.



PROGRAM FAST FACTS

Classes meet Fridays, 9 a.m. – 3 p.m.

NEXT DATES: October 21–December 16, 2016

Plano campus

Priority Rate before October 7, 2016

TUITION: \$1,999 – Priority Rate

\$2,249 – Standard Rate

Student loan options available.

KEY BENEFITS

■ LEARN FROM EXPERT INSTRUCTORS

Taught by practicing professionals, this program provides a thorough review of the principles and techniques that experienced managers use to lead individual employees and teams to success.

■ BUILD ON YOUR STRENGTHS

Each course includes self-assessments allowing you to determine where you are and how to get to where you want to be.

■ PRACTICE YOUR NEW SKILLS

Hands-on and interactive, these classes will allow you to review, practice, and master the soft skills in a low-risk, positive environment.

WHO SHOULD ATTEND

- New managers and supervisors
- Experienced managers who want to add formal training and a certificate to their resumes
- Young managers and supervisors leading older team members
- Anyone whose performance is dependent on the performance of others

REQUIRED COURSES

- Becoming a Better Boss: Essential Skills for Success
- Comprehensive Communication Skills for Leaders: Verbal and Beyond
- Team Management and Engagement: How to Lead a Collaborative and High-Performing Team
- Financial Intelligence and Communication
- Becoming Your Organization's Change Management Champion

PROGRAM FORMAT

This program is offered in a face-to-face, classroom setting in a modular format. This means that you have scheduling and payment options available to register for one course individually, or take all of the courses to complete the full certificate.

HOW TO ENROLL

Submit your application form and fee online. Enrollments are accepted on an ongoing basis. **Register and pay for the full certificate by the priority deadline and save \$576 over the price if purchased separately.**

MEET *your* INSTRUCTORS at
SMU.EDU/SUPERVISIONINSTRUCTORS 



>> LEARN MORE

Free download: *The Five Mistakes Supervisors Make* on our website.

smu.edu/supervision

SUPERVISION BEST PRACTICES COURSES

Becoming a Better Boss: Essential Skills for Success

Whether you are a newly-appointed manager or already experienced and looking for formalized training, this course will provide you with the fundamental principles all successful managers use, practical insights from an experienced practitioner, and tips that can be applied to any management challenge. You will learn why the soft skills are the hard stuff and how to use workplace motivation, empowerment, and delegation. Gain an understanding of best practices in supervision, including a review of human resources issues and the law, and learn to understand and recognize power and political dynamics in your organization.

Kym Sosolik

1 Friday, 9 a.m.–3 p.m. 10/21

\$395

Comprehensive Communication Skills for Leaders: Verbal and Beyond

Up to 90 percent of communication is nonverbal, yet most business communication courses fail to address this! This comprehensive course covers verbal, non-verbal, and written communication and will show you how to build the kind of relationships you want with your employees and peers. Develop and improve your own personal brand and image, get your message across to all levels of the organization, and use a variety of mediums to share your message in effective and unique ways. Leave with the insight and knowledge you need to enhance and leverage your verbal, non-verbal, and written communications in the workplace.

Buzz Kolbe

2 Fridays, 9 a.m.–3 p.m. 10/28, 11/4

\$595

Team Management and Engagement: How to Lead a Collaborative and High-Performing Team

In today's business world, teams are the bedrock of any successful organization. This course will provide you with the tools you need to not only lead your team but to develop it to ensure it always meets its goals. You will learn the elements of what makes a successful team, the role behavioral style plays, and techniques for integrating new members into a team. Understand how to lead different generations, from millennials to baby boomers, as well as how to develop your team to be a strategic asset for your organization.

Mary Anne Davis

2 Fridays, 9 a.m.–3 p.m. 11/11, 11/18

\$595

Financial Intelligence and Communication

To truly succeed at being a leader, you need to have an understanding of what fundamentally drives your business. It is vital to your success to be familiar with financial terminology and principles, and to know how to use financial information to help drive decisions, reinforce your position, and secure resources for your team and projects. Beyond learning essential financial principles, you will also learn how to use the language and metrics that best resonate with senior-level executives, investors, and the board, and gain insight into the internal dynamics and politics that always surround financial information.

1 Friday, 9 a.m.–3 p.m. 12/2

\$395

Becoming Your Organization's Change Management Champion

Being able to manage change in today's business climate is a requirement for being in management. Today being a great manager means you need to be great at change management. During this interactive workshop, you will learn how people deal with change on a psychological level, the process of change, the change curve, and how to reduce negative organizational impact from change. You will also develop a strategic plan for change, communicate effectively through the phases of change, identify the success metrics of a change initiative, and develop other change champions.

Mike Thompson

2 Fridays, 9 a.m.–3 p.m. 12/9, 12/16

\$595

BRING SMU *to* YOU CUSTOM TRAINING

“



The annual Leadership Plano class retreat was greatly enhanced by CAPE's facilitation. In a fast-paced, half-day session, the 40 class and board members learned a great deal about their personal strengths and how to best use those strengths to work as an effective team.

CAROLE GREISDORF
PROGRAM DIRECTOR OF LEADERSHIP PLANO

”

Bring these courses to your team and take advantage of group rates. Contact us at customtraining@smu.edu





PROJECT MANAGEMENT

CERTIFICATE PROGRAM

The discipline of project management is an essential part of almost every professional field. Leading and directing project teams is both a strategic competence and a career path in itself. You can set yourself apart from the competition by earning your Certificate in Project Management from SMU.



PROGRAM FAST FACTS

Classes meet Monday–Friday 8:30 a.m.–5 p.m.

40 PDU's

NEXT COHORT: September 12–16, 2016

Dallas campus

Priority Rate before August 29, 2016

TUITION: \$3,495 – Priority Rate

\$3,745 – Standard Rate

Student loan options available.

KEY BENEFITS

■ LEARN FROM EXPERT INSTRUCTORS

Learn from practicing professionals who share their years of hard-won experience.

■ DISCOVER PROVEN TOOLS FOR SUCCESS

Understand the six elements of an effective project plan and how to manage and control project execution, communications, and reporting.

■ PMI-REGISTERED PROGRAM

This program is taught by a PMI-Registered Education Provider and meets the educational requirement to sit for the PMP® exam.

WHO SHOULD ATTEND

This course is for new project managers and team members, as well as those who have experience practicing project management. Professionals in all fields can benefit from project management education.

REQUIRED COURSES

- Tools and Techniques (three days)
- The People Side (two days)

PROGRAM FORMAT

The certificate program is offered in an intensive, face-to-face, classroom setting over the course of five consecutive days. The program contains 40 hours of project management education and is consistent with *A Guide to the PMI® Project Management Body of Knowledge* (PMBOK™ Fifth Edition.)

HOW TO ENROLL

Submit your application form and fee online. Enrollments are accepted on an ongoing basis. Register and pay by August 29 to save \$250.



NEW

PMP® EXAM PREP COURSE

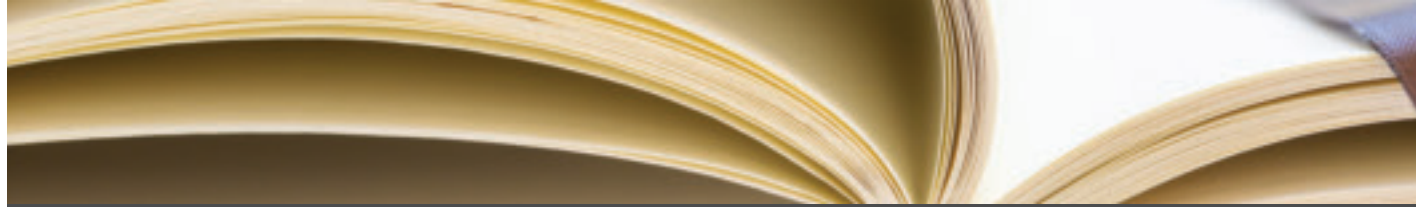
Fall 2016



>> LEARN MORE

Free download: *Managing Troubled Projects* on our website.

smu.edu/projectmanagement



PARALEGAL STUDIES

CERTIFICATE PROGRAM

Paralegals are an essential part of the successful law firm. The SMU CAPE Paralegal Studies Certificate is designed to give you an overview of the profession with an emphasis on practical skills. With more than 125 hours of classroom instruction, this robust six-month post-baccalaureate program gives you a solid foundation in essential processes and procedures. You will learn practical skills and knowledge used every day in the legal workplace.



PROGRAM FAST FACTS

Classes meet Saturdays, 9 a.m. – 4 p.m.

PLANO COHORT

August 13, 2016 – March 18, 2017

Priority Rate before July 30, 2016

TUITION: \$5,495 – Priority Rate
\$5,745 – Standard Rate

DALLAS COHORT

October 19, 2016 – May 17, 2017

Priority Rate before October 5, 2016

TUITION: \$5,495 – Priority Rate
\$5,745 – Standard Rate

Student loan options available.

KEY BENEFITS

■ LEARN FROM EXPERT INSTRUCTORS

Each course is taught by a practicing professional – attorneys and paralegals – who are experts in their fields.

■ UNDERSTAND THEORY AND PRACTICE

Gain a grounding in key areas of the law as well as practical insights about the paralegal profession.

■ FLEXIBLE SCHEDULING

Evening and weekend options are available on the Dallas and Plano campuses to fit with your busy life.

MEET *your* INSTRUCTORS at
SMU.EDU/PARALEGALINSTRUCTORS 

WHO SHOULD ATTEND

- Legal staff who want to enhance their skills
- People interested in entering the legal field
- Students considering law school

REQUIRED COURSES

- Introduction to Law
- Torts and Personal Injury Law
- Legal Research and Writing
- Civil Litigation
- Legal Technology
- Contract Law
- Survey of Law

Units on career preparation are also included in the certificate curriculum.

PROGRAM FORMAT

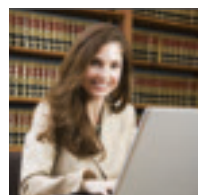
This program is offered in a face-to-face, classroom setting in a cohort format, which means you progress through the program with the same group of students. Due to the cohort nature of the program, students register and pay for the entire certificate at one time.

HOW TO ENROLL

Submit your application form and fee online. Admission to the program requires a four-year undergraduate degree or four years of related work experience in the legal field. Enrollments are accepted on an ongoing basis. Register and pay by the priority date to save \$250.

>> LEARN MORE

View our informational video and read course descriptions on our website.
smu.edu/paralegal





FINANCIAL PLANNING

CERTIFICATE PROGRAM

The U.S. Bureau of Labor Statistics predicts faster-than-average growth for financial planners as a better-educated, wealthier, and longer-living population requires more investment advice and financial guidance. The SMU Certificate Program in Financial Planning is designed to meet the educational requirement to sit for the CFP® exam. Our robust program combines expert instructors, a CFP-Board-registered curriculum, and flexible course schedules to provide the premier financial planning educational program in North Texas.



PROGRAM FAST FACTS

TRADITIONAL/PACESETTER PATH

Classes meet Monday evenings 6–9:30 p.m.

NEXT START DATE: September 26, 2016

Dallas campus

INTENSIVE PROGRAM

Classes meet Tuesday evenings and select Saturdays

NEXT START DATE: January 2017

Plano campus

KEY BENEFITS

■ LEARN FROM THE EXPERTS

Each course is taught by a practicing professional who is an expert in his or her field.

■ FLEXIBLE SCHEDULING

Three pacing options are available on the Dallas or Plano campuses.

■ CFP BOARD-REGISTERED PROGRAM

Meets the educational requirement to sit for the CFP® Certification Examination.



The CFP 101 course made financial planning easier to understand. As someone who does not work in the financial industry, I appreciated how the instructor took time to make sure we understood the material and the insight he shared from his real-world experience.

AUTUMN K.



WHO SHOULD ATTEND

- Accountants
- Attorneys
- Investment advisors
- Bankers
- Stockbrokers
- Insurance agents
- Trust officers
- Retirement or benefits specialists

COURSE REQUIREMENTS

Complete these seven courses to earn your certificate:

- Fundamentals of Financial Planning
- Insurance and Risk Management
- Investments
- Retirement Planning and Employee Benefits
- Tax Planning
- Estate Planning
- Financial Planning Strategies and Case Studies (Capstone)

MEET *your* INSTRUCTORS *at*
SMU.EDU/CFPINSTRUCTORS 



>> LEARN MORE

Learn more about this SMU program and the CFP® certification process online.
smu.edu/cfp

CHOOSE FROM THREE PACING OPTIONS

■ TRADITIONAL PATH

The Traditional Path offers classes one night per week on the Dallas campus. Tuition is \$875 per course and takes about 24 months to complete.

■ PACESETTER PATH

The Pacesetter Path offers classes two nights per week on the Dallas campus. Tuition is \$775 per course and takes about 12 months to complete.

■ INTENSIVE PATH

The Intensive Path is an 11-month program that meets Tuesday evenings and select Saturdays on the Plano campus, beginning in January 2017.

Tuition for this option is \$4,995 and is eligible for Sallie Mae loans.

* Includes one-year student membership to the DFW Financial Planning Association

HOW TO ENROLL

Submit your application form and fee online. Admission to the program requires a four-year undergraduate degree. Enrollments are accepted on an ongoing basis.



CFP
EXAM PREP

Prepare for your
CFP® exam with SMU
and Dalton Test Prep.
October 26–29, 2016



Allan Z. Tobias

**Independent Paralegal/Claims Adjuster
Paralegal Certificate and
Financial Planning Certificate programs**

What led you to take these two programs?

I started with the Paralegal Studies certificate in 2013 because I wanted to be a more efficient and thorough claims adjuster. Knowing how to ask the appropriate questions and keep the interview on track means that I can gather the most important information. I also learned to draft legal correspondence for clients that is clear, concise, and persuasive.

I have now decided to pursue a career in financial planning. I completed the SMU program and am looking forward to taking my CFP exam soon.

Why did you choose to take courses at SMU CAPE?

My friends had recommended SMU as a school for certificate courses, and when I first enrolled with SMU and started classes, all they said was true. The instructors managed to present an incredible amount of material while still making it fun and giving us time for discussion.

What was your favorite course, instructor, or experience?

All the instructors were experienced and professional at all times and knew what they were teaching. The workload was manageable on top of my other responsibilities. Instructors love what they teach, so the classes were great. All the courses were a journey and adventures to me. I would recommend SMU CAPE to others who are willing to continue their education.



SHARE YOUR STORY
[#mycapestory](#)





U.S. INTELLIGENCE ANALYSIS

CERTIFICATE PROGRAM

Designed to give you a broad perspective of strategic U.S. intelligence, this five-day program touches on all phases of the intelligence cycle, from requirements to reporting, with an emphasis on supporting leadership decision-making. Taught by seasoned professionals with substantial high-level experience, this course culminates in a capstone exercise in which students prepare and present a brief based on real-world scenarios. Whether you are looking to move into an intelligence role in public safety or in the private sector, this program will provide a wealth of real-world experience from veterans of the intelligence community.



PROGRAM FAST FACTS

Classes meet Monday–Friday 8:30 a.m.–5 p.m.

NEXT COHORT: October 31–November 4, 2016

Dallas campus

TUITION: \$2,495

Association and agency discounts, as well as student loan options, are available.

KEY BENEFITS

■ LEARN FROM THE EXPERTS

All classes are taught by seasoned professionals, including a 22-year veteran of FBI, Homeland Security, and Military Intelligence. The small, workshop-style classes encourage interaction and networking.

■ UNDERSTAND THE PROCESS

Build an understanding of the process of U.S. intelligence analysis, the role of the analyst, and tools for preparation of assessments based on the collection, correlation, and analysis of intelligence data.

■ GAIN INSIGHT INTO ETHICAL CONSIDERATIONS

Explore the ethical dilemmas posed by the ongoing war on terrorism and resulting collection capabilities.

MEET *your* INSTRUCTORS at
SMU.EDU/INTELINSTRUCTORS 

WHO SHOULD ATTEND

- Public safety and law enforcement professionals who want to add intelligence to their skill sets
- Private and corporate security professionals
- Those exploring careers in the intelligence field

PROGRAM FORMAT

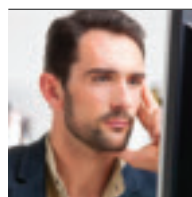
The certificate program is offered in an intensive, face-to-face, classroom setting over the course of five consecutive days. The program contains 40 hours of classroom education. Texas Peace Officers will receive 40 hours of TCOLE credit for the successful completion of this program.

HOW TO ENROLL

Submit your application form, a statement of interest, and fee online. Applications will be carefully reviewed and background checks will be conducted on all prospective participants. Applications are accepted on an ongoing basis.

“
The course was exactly what I was looking for. All of the instructors had amazing perspectives that offered a well-balanced view of the intelligence community that will be invaluable as I pursue a career in this field.

A RECENT PARTICIPANT



>> LEARN MORE

Visit our website for course details.
smu.edu/intelligence



NONPROFIT LEADERSHIP CERTIFICATE PROGRAMS

NONPROFIT LEADERSHIP CERTIFICATE

Effective nonprofits of all types have one thing in common – strong leadership. The CNM Connect and SMU CAPE Nonprofit Leadership Certificate Program focuses on personal leadership development in an environment that allows you to collaborate and learn with your peers.

Designed by leaders in the nonprofit sector, this program provides insight into the important role executive leadership plays in creating a thriving organization with greater mission achievement. This six-week certificate program covers industry best practices and includes these topics:

- Identifying your leadership style and building on strengths
- Fostering trust and making effective decisions
- Managing change and creating a culture of commitment
- Developing successful marketing and fundraising strategies
- Building effective boards

Professionals with at least five years of nonprofit work experience and two years in an executive leadership position are encouraged to apply.

smu.edu/nonprofit

6 Fridays, 9 a.m.–4 p.m. Next cohort begins on August 19, 2016 | \$2,000



CERTIFICATE IN GRANT RESEARCH AND WRITING

Preparing successful grant applications can be a daunting task. In this certificate program, you will learn the essential skills needed to research and write effective grant applications for public, private, and government grants from seasoned grant writers with real-world experience.

ONLINE | 5 Modules, 150 Hours | \$2,295

CERTIFICATE IN MANAGEMENT FOR TAX-EXEMPT AND NONPROFIT ORGANIZATIONS

Learn about the fundamental management issues that are unique to nonprofit and tax-exempt organizations, including governance, fundraising, marketing, finance and accounting, as well as operations. In this certificate program, you will examine the responsibilities of the board of directors and management team, including legal and ethical considerations. Explore the different techniques of fundraising, marketing, and more persuasive communication and effective negotiation. Gain an understanding of budgeting, finance, and accounting.

ONLINE | 10 Modules, 300 Hours | \$2,875



TEST PREPARATION

COLLEGE AND GRADUATE ADMISSION

SAT Blitz Preparation Course

With SMU Test Prep, you will be prepared for the changes in the SAT and will reach your exam date ready to achieve your peak performance. We will meet once-per-week, allowing you plenty of time to practice skills between sessions. This format leads to greater opportunities for learning and interaction with our expert instructors. Courses are scheduled in the weeks leading up to the most popular SAT dates.

Section A: SU, 1-5 p.m. 8/28-9/25

Section B: SU, 1-5 p.m. 10/2-10/23

Section C: SU, 1-5 p.m. 10/30-11/20 \$399

GMAT Preparation Course

The GMAT prep class provides 24 hours of classroom instruction on the Quantitative, Verbal, Integrated Reasoning, and Analytical Writing sections of the GMAT. It also prepares you for the Problem Solving and Data Sufficiency questions most typically included in the GMAT's Quantitative section. You will learn the critical reasoning skills tested in the Integrated Reasoning section and will strengthen skills to master the Reading Comprehension and Sentence Correction components of the test. Our proven tips will help you save time, eliminate mistakes, and improve your GMAT score. This class is ideal for anyone looking to pursue an M.B.A. or other business degree within the next five years.

Section A: M/W, 6-9 p.m. 9/12-10/5

Section B: T/TH, 6-9 p.m. 10/20-11/17 \$999

GRE Preparation Course

This comprehensive GRE prep class covers each of the three main sections of the GRE General Test – Analytical Writing, Verbal Reasoning, and Quantitative Reasoning. This 24-hour classroom program will prepare you for the variety of questions you might encounter on the GRE. This course is designed for current college students, recent graduates, and potential graduate school applicants looking to gain the complex quantitative and verbal skills needed to succeed on the GRE.

M/W, 6-9 p.m. 10/24-11/16 \$999

LSAT Preparation Course

This intensive LSAT prep program includes 30 hours of classroom instruction from experienced exam preparation professionals. The program uses proven techniques to simplify the LSAT. Learn easy-to-apply strategies for answering Logical Reason questions and Reading Comprehension passages. This class provides a comprehensive explanation of the Analytical Reasoning logic games and strategies for quickly solving each type of game. LSAT textbooks, study guides, diagnostic exams, and expert instruction are all included. This course is ideal for current undergraduates, recent graduates, and anyone looking to apply to law school.

Section A: T/TH, 6-9:20 p.m. 8/23-9/20

Section B: M/W, 6-9:20 p.m. 10/24-11/30 \$999

Online options for GMAT, GRE, and LSAT are also available. Visit smu.edu/testprep for details.

Free WORKSHOPS

Test Prep Strategy Workshops

Gain insights into the test-taking skills you will need to perform on the graduate school admission exams. These workshops offer quick tips to jump-start your preparation.

smu.edu/testprep





PERSONAL ENRICHMENT | INFORMAL COURSES FOR ADULTS

ART HISTORY

Monet and Degas: Two Impressionists, Two Exhibitions **NEW**

Claude Monet and Edgar Degas are among the most well-known artists of the Impressionist movement. In fact, Monet's early works were more carefully controlled and somber in their coloring; and Degas, trained in the academic fashion of his day, originally aspired to become a painter of historical and mythological scenes. Examine the influences that led them both to change their styles, techniques, and subject matters in later years. This course will prepare you for well-informed visits to two museum exhibitions this fall: *Monet: The Early Years* at the Kimbell Art Museum and *Degas: A New Vision* at the Museum of Fine Arts, Houston (MFAH). **NOTE:** Does not include field trips to the Kimbell or MFAH.

Lane Banks

Section A: 6 TH, 1:30–3 p.m. 9/8–10/13

Section B: 6 TH, 7–8:30 p.m. 10/13–11/17

\$185

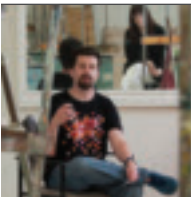
Great Works of Architecture: From Greek to Gothic **NEW**

Take a trip through architectural history without leaving the classroom. With Dr. Fielder as your expert guide, explore outstanding works of western architecture, including Greek masterworks like the Acropolis, Roman wonders like the Pantheon, and early Christian structures throughout Europe. Finally, we will examine Medieval Gothic buildings such as Chartres Cathedral and Notre Dame in Paris. Join us to learn about the distinctive design elements and construction techniques that made these buildings so unique and outstanding.

Martha Anne Fielder, Ph.D.

5 M, 7:30–9 p.m. 10/3–11/7, skip 10/10

\$149



>> ENROLL EARLY AND SAVE

Register two or more weeks in advance and receive an early registration discount.
smu.edu/informal

Art History Happy Hour: Part I **NEW**

Join us for fun and thought-provoking conversations about how and why works of art were made. In Part I of this course, we'll discuss important examples from prehistoric civilizations through the 13th century – including ancient greek pottery, Buddhist and Hindu sculptures, and stained glass in Gothic cathedrals. Mix up a weeknight "artail" and spend your evening in our art history lounge, learning how to analyze art from the past 30, 000 years with confidence and contextual understanding.

Sandi Edgar, M.A.

5 T, 6:30–8 p.m. 9/6–10/4

\$149

Art History Happy Hour: Part II **NEW**

We'll continue our exploration of the historical and cultural context of visual arts with conversations about Renaissance art in Italy and northern Europe, the Industrial Revolution's impact on architecture, and the ramifications of colonialism on the creation of works of art, and more. This friendly, conversation-rich course will help you to gain a deeper level of appreciation and understanding on your next museum visit.

Sandi Edgar, M.A.

5 T, 6:30–8 p.m. 10/11–11/8

\$149

Gallery Hopping

Join art guru Gail Sachson to visit some of the city's leading galleries to discover Dallas' vibrant art scene. Become an art insider and engage in lively and provocative discussion about the latest happenings in the art world. **NOTE:** Register for the complete series at a discounted rate, or attend individual sessions. Each meeting will focus on a different creative neighborhood.

Gail Sachson, M.F.A.

4 SA, 1–3:30 p.m. 10/1–10/22

\$199



Historic Dallas Neighborhoods **NEW**

Dallas is home to some of the most important American residential architecture of the 20th century. Join us for a virtual tour of the city's historic neighborhoods, such as Lakewood, Hollywood Heights, Swiss Avenue, Greenway Parks, South Boulevard, and more. Delve into the origins of these distinctive neighborhoods, the social and economic factors that influenced their development, and the architecturally significant homes, designed by Dallas' most prominent architects, that give these areas their unique character.

Jann Mackey, Ph.D.
1W, 7–8:30 p.m. 10/12

\$39

Architecturally Significant: The 20 Most Important Houses in Dallas **NEW**

You may be surprised to learn that Dallas is replete with architecturally significant houses. Large or small, lavish or modest, historic or contemporary, these houses define our neighborhoods and contribute to the aesthetic landscape of our city. We will investigate homes in a variety of architectural styles, designed by some of the city's and country's most talented and respected architects over the last 100 years, on display all around us. Join us on this virtual architectural tour to learn more about Dallas' evolving taste and patronage.

Jann Mackey, Ph.D.
1W, 7–8:30 p.m. 10/26

\$39



The Wilson House, Swiss Avenue.
Photo courtesy Steve Clicque and Preservation Dallas

Chatsworth House: At Home with Mr. Darcy and the Duke of Devonshire **NEW**

Chatsworth House is the real-life ancestral home of the Duke and Duchess of Devonshire, but it may best known as Pemberley, the fictional home of Mr. Darcy in Jane Austen's *Pride and Prejudice*. Explore this fabulous house and its celebrated art collection, magnificent gardens, and elegant state apartments and learn more about the fascinating history of the 16 generations of the Cavendish family who have lived at Chatsworth, and how each occupant made changes to reflect his own tastes, passions and interests.

Jann Mackey, Ph.D.
1W, 7–8:30 p.m. 11/9

\$39

STUDIO ART

Unless otherwise noted, supplies are not included in course fees. Supply lists will be provided.

Discover Drawing

For the true beginner! This introductory drawing course uses step-by-step exercises developed from scientific research on right-brain creativity to teach anyone to draw. Learn how to break old perception patterns, overcome the fear of failing to “do it right,” let go of inhibitions, and shed old and counterproductive attitudes.

Jane Cross, Ph.D.
4 SA, 1:30–4:30 p.m. 9/24–10/15

\$195

Introduction to Drawing

Learn the elements of drawing in different media by working in charcoal, pencil, and ink wash. This course focuses on quick work, developing the ability to look at a three-dimensional object and translate it to paper – with an emphasis on composition, line, and value studies. You will work directly from live models and still life to improve your skills. Beginners, as well as those with experience, are welcome.

Andrew Wick, M.A.
6 M, 7–9:30 p.m. 9/12–10/17

\$235

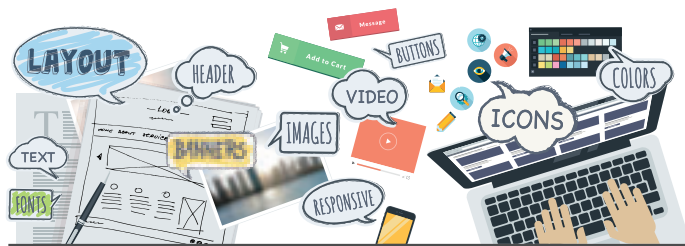
Figure Drawing

Practice observing and drawing the human figure using a variety of techniques and materials, including graphite, charcoal, ink, and ink wash. Nude models will be used for drawing studies to help you improve command of proportion, contour, and spatial relationships. This course is designed for those with previous drawing experience, though beginners also are welcome.

Peter Ligon, M.F.A.
Visit smu.edu/cape for dates and times.

\$235

LOVE DESIGN?



**Consider our
Graphic, UX, or Web Design Certificate Programs
on Pages 9 – 13.**

Exploring Media: Watercolor

Explore watercolor painting through demonstrations, instruction, and practice with various techniques unique to this delicate medium. You will develop your own style through experimentation, and we'll also study the work of watercolorists throughout history. This course is open to beginning and experienced students alike, who may use class time to develop individual projects and refine techniques. No matter your starting point, you will receive individual guidance to gain knowledge and skills to improve your watercolor practice.

Suzanne Kelley Clark, M.F.A.

4 W, 7–10 p.m. 11/2–11/30, skip 11/23

\$235

Oil Painting for Beginners

Open to beginning students with little or no experience, this course will introduce you to the fundamentals of painting with oil. We will investigate the materials and techniques unique to oil painting as well as special considerations for working with this medium. With individual guidance in an informal, supportive environment, you will expand your knowledge of art elements and principles, learn about different methods and styles, and enhance your painting skills through a series of class projects.

Suzanne Kelley Clark, M.F.A.

6 W, 7–10 p.m. 9/21–10/26

\$235

Painting Dallas Landscapes: All Media

Work from nature in various locations around Dallas (weather permitting) to investigate the unique challenges of landscape and *plein air* painting. We will discuss formal and technical concepts and undertake projects drawn from a variety of outdoor subjects. Learn how to successfully complete paintings on-site and explore the city with an artistic point-of-view.

Suzanne Kelley Clark, M.F.A.

8 SU, 1–4 p.m. 10/2–11/20

\$235

Printmaking, Level I

Learn the basics of printmaking and create original fine art prints using the techniques of drypoint, monotype, and *chine collé*. Drypoint is an intaglio printing method where marks are scratched directly on a copper plate with a drypoint needle to create rich, velvety lines. Monotype is a print created by drawing or painting directly on a surface which is then covered with paper and run through the press to make a print. *Chine collé* is a method of adhering thin sheets of colored paper to the larger printing paper at the same time the inked image is printed. This class is designed for all students regardless of previous experience.

Peter Ligon, M.F.A.

Visit smu.edu/cape for dates and times.

\$255

Beginning Calligraphy: The Art of Handlettering

This course will introduce the tools and techniques of calligraphy, and you'll learn the foundations of handlettering in five different styles. In the course of six lessons, you will become comfortable using a variety of materials and confident in developing a calligraphic composition.

Susie-Melissa Cherry

6 M, 6–7:30 p.m. 9/12–10/17

\$149

Intermediate Calligraphy

If you can write in five standard lettering styles without tracing, you're ready for this course. Continue to refine your technique and learn how to create simple layouts for envelopes, certificates, quotes and sayings, place cards, and more.

Susie-Melissa Cherry

6 M, 6–7:30 p.m. 10/24–11/28

\$149

Beginning Jewelry Making

This course will introduce the tools and techniques to design and make jewelry. Explore design elements such as shape, color, length, and pattern to create unique pieces of wearable art. Students will have the opportunity to create bracelets, necklaces, and earrings using beading and wire wrapping techniques. **NOTE:** Registration fee includes all materials.

Emely Galiana Tascon

2 T, 2 TH, 6:30–8:30 p.m. 10/18–10/27

Course meets at Plano campus

\$175



LANDSCAPE PAINTING at the DALLAS ARBORETUM

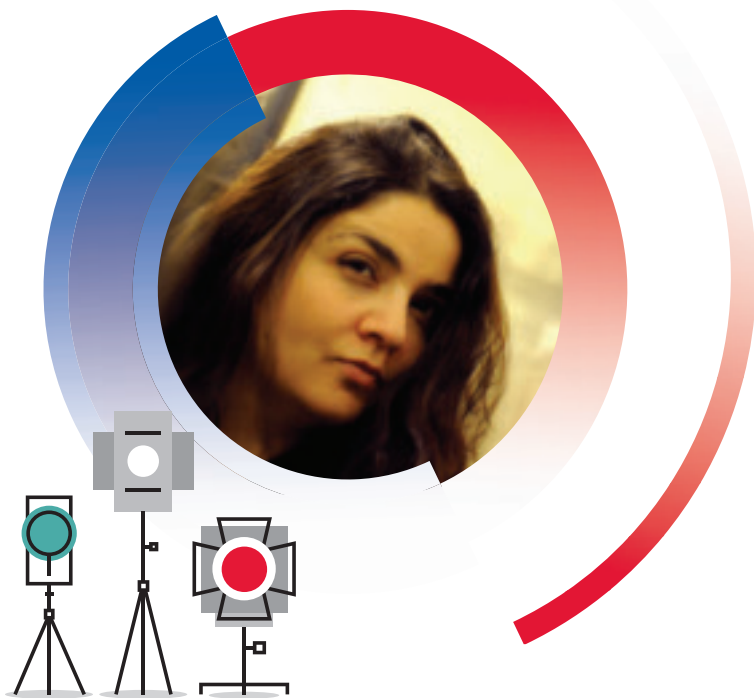
Learn about painting from nature at one of the most beautiful locations in the city – the Dallas Arboretum. Each day will begin with classroom demonstration and discussion, then you will work at different locations throughout the gardens and get individual guidance from the instructor.

Suzanne Kelley Clark, M.F.A.

SA–M, 9 a.m.–3 p.m. 12/3–12/5

\$375





Teresa Rafidi, B.F.A. '95

Photography Instructor

What types of CAPE courses have you taught or taken?

I began talking a few classes in 2006 that were software creative classes. I was self-taught and wanted to see what I was missing and could learn. It was great to be around other eager students and a knowledgeable teacher. I have taught every semester and most summers since I started, including an array of photography classes and some software classes for photographers.

What has been your favorite course, or experience?

The first class I took is by far my favorite. It broadened my understanding of Photoshop, the instructor was informative and engaging. It allowed me to see more possibilities in the program. And it's where I met my "better half."

How would you describe your students?

I love my students. They are eager, fun, easy going, humble and energetic. They love being in the class and always want to learn more. It is a joy to see when it starts to click.

SHARE YOUR STORY
#mycapestory



PHOTOGRAPHY

Beginning Digital Photography

Photography tells a story from your imagination. Learn how to use your camera beyond the auto mode. In this course, you will explore the different modes, such as aperture and shutter priorities, as well as exposure, focusing points, and ISO. Through lecture, critiques and hands-on exercises, discover how to use your camera in more creative and decisive ways.

Teresa Rafidi

4 W, 6–8:30 p.m. 9/14–10/5

\$275

Intermediate Digital Photography

Photography is a visual expression, and understanding your camera will help you to create compelling images. In this course, we will revisit basic settings on DSLR cameras and then will look closer at more functions. You will learn to use advanced settings, various camera accessories, and lenses through lectures, hands-on exercises, and critiques.

Teresa Rafidi

4 W, 6–8:30 p.m. 10/19–11/9

\$275

The Business of Photography

Learn how to turn your passion and skill for photography into a successful business from a nationally-recognized industry veteran. From starting your creative enterprise to planning for retirement, you will gain the knowledge and skills to establish your own viable photography career. You'll leave with resources and a path to business success.

Jim Olvera

Visit smu.edu/cape for dates and times.

\$149



Tell Us ...

What courses interest you?
We're always looking for
new ideas and look forward
to hearing from you.

smuthink@smu.edu

HISTORY, CULTURE, AND TRAVEL

Pearl Harbor: The 75th Anniversary NEW

The events of December 7, 1941, described by President Roosevelt as a “date which will live in infamy,” were the impetus for the United States to enter World War II. This course will consider the major figures involved in the Japanese attack on Pearl Harbor, such as Yamamoto Isoroku – the mastermind of the attack, who was educated at Harvard University. We also will discuss the battle, its immediate aftermath, and its effects on the American war effort.

Martha Anne Fielder, Ph.D.

5 T, 7:30–9 p.m. 10/18–11/22, skip 11/1

\$139

America's Golden Age of Invention: 1860–1920 NEW

A burst of creativity followed the Civil War and allowed the United States to become the world's leading industrial nation by 1900, and then to win two world wars. From 1790 to 1860, the U.S. Patent Office registered 36,000 patents; from 1860 to 1890 (only 30 years' time), 500,000 patents were registered. How did it happen? Learn the exciting stories of inventors such as Samuel F. B. Morse, Alexander Graham Bell, Thomas A. Edison, the Wright brothers, and others who reshaped American lives.

Jody Potts, Ph.D.

4 T, 1:30–3 p.m. 11/1–11/22

\$109

The Roosevelt Cousins: How Theodore and Franklin Shaped the American Presidency

During the first half of the twentieth century, Theodore and Franklin Roosevelt catapulted the United States onto the world stage and created, according to some historians, an “imperial presidency.” Explore these two fascinating figures, their rise to political power, and the influence they may have had on each other. We'll also investigate the connections between the branches of the Roosevelt family – from Theodore's home base in Oyster Bay, to Franklin's Hyde Park, as well as the role of Eleanor Roosevelt (Theodore's niece and Franklin's wife).

Jody Potts, Ph.D.

4 W, 1:30–3 p.m. 10/5–10/26

\$109

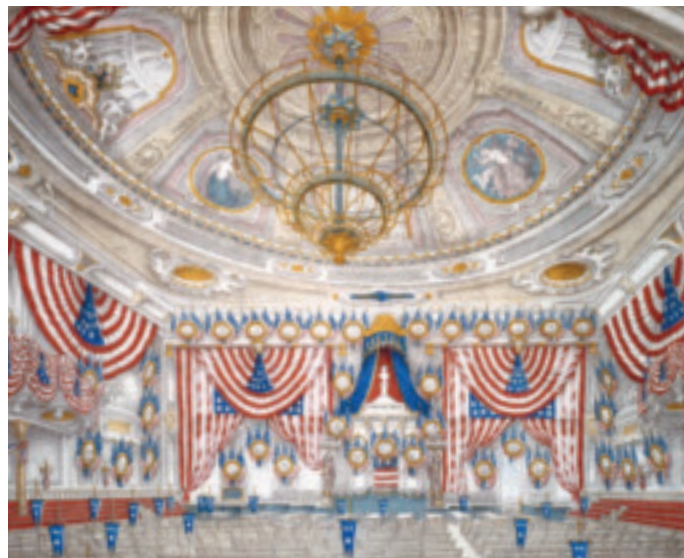
William the Conqueror and Norman England NEW

William the Conqueror invaded England in 1066, 950 years ago this year, and brought a powerful new Norman aristocracy to Britain. Learn about William's influence on British history and culture, including examples of Norman architecture in Britain – the Tower of London, Westminster Abbey, and other Gothic buildings. We'll also discover magnificent works of art that he and his court commissioned, such as the Bayeux Tapestry, illuminated manuscripts, and other medieval masterpieces.

Martha Anne Fielder, Ph.D.

5 T, 7:30–9 p.m. 9/6–10/11, skip 9/20

\$139



— ★ ★ ★ —
The SMU Center for Presidential History
offers lectures and programs
about the American presidency.

— ★ ★ ★ —
smu.edu/cph



Predicting Presidential Performance

Can character predict success in the White House? According to Duke political scientist James Barber's classic work, *The Presidential Character*, success or failure in the White House can be predicted by analyzing a candidate's character (shaped in childhood), world view (shaped in adolescence), and style (shaped in early adulthood). In this course we will apply Barber's model in examining selected 20th century presidents, aiming for insight into predicting presidential performance in the White House.

Jody Potts, Ph.D.

4 W, 1:30–3 p.m. 9/7–9/28

\$109

La Dolce Vita: Explore Italy in Dallas

Experience the rich history, culture, and culinary tradition of the le Marche region of Italy, no passport needed! Learn key phrases and customs from a native Italian, discover unique food and wine pairings, and explore *cucina italiana* with a field trip and tasting at one of Dallas' best wine purveyors. Though less known to tourists than neighboring Umbria, le Marche is situated between the Apennine Mountains and the Adriatic Sea and offers a variety of opportunities to experience Italy's treasures – from seaside resorts to the Renaissance splendor of Urbino, Raphael's birthplace.

Piero Pargliardini

Section A: 2 TH, 3:30–5:30 p.m. 8/25–9/1

Section B: 2 SA, 3:30–5:30 p.m. 9/10–9/17

Section C: 2 TH, 3:30–5:30 p.m. 11/10–11/17

\$109

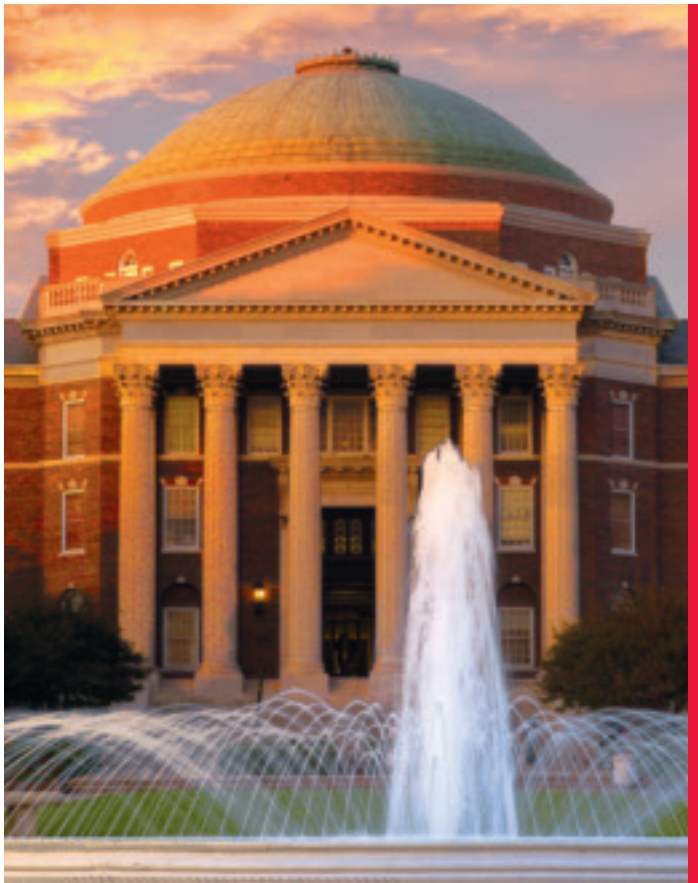
European Travel Skills

With an expert as your guide, learn how to travel smoothly and affordably through Europe and discover practical ways to plan your trip to make the most of your time and money. Your instructor is a member of Rick Steves' team, serving as a tour guide and guidebook researcher. She will share her top tips for navigating European transportation systems, finding the best accommodations, connecting with the locals, staying safe, and packing light. This information-packed session will help you plan a fantastic European adventure with confidence!

Cary Walker

Visit smu.edu/cape for dates and times.

\$45



DEDMAN COLLEGE INTERDISCIPLINARY INSTITUTE

DIRECTOR'S VISITING SCHOLAR

PROFESSOR HARVEY J. GRAFF

Ohio Eminent Scholar in Literacy Studies
and Professor of English and History

Ohio State University

September 22 at 5:30 p.m.

McCord Auditorium, Dallas Hall

ANNUAL ALLMAN LECTURE

PROFESSOR JOHN ALFORD

Department of Political Science

Rice University

"Fear and Loathing –
Political Neuro-Biology and the 2016 Elections"

October 20 at 5:30 p.m.

McCord Auditorium, Dallas Hall

SMU.EDU/DEDMAN

LANGUAGES

Spanish

Spanish for Beginners, Level I

This entry-level course provides an introduction for students with no previous experience with Spanish. You will learn essential vocabulary and grammar and explore customs and cultural insights from various Spanish-speaking countries. We'll focus on developing basic speaking, listening, reading, and writing skills – essential elements to build your Spanish fluency.

Lucille Herrera, M.A.

12 M, 7:30–9 p.m. 8/29–11/28, skip 9/5, 10/10 \$199

Spanish for Beginners, Level II

This follow-up to *Spanish for Beginners, Level I* continues building language skills and understanding of grammatical structures.

Lucille Herrera, M.A.

Section A: 12 M, 6–7:20 p.m. 8/29–11/28, skip 9/5, 10/10

Albal Carvajal, M.A.

Section B: 12 W, 6–7:20 p.m. 8/31–11/16 \$199

Spanish: Intermediate, Level I

Refine your Spanish language skills and continue to develop your vocabulary and understanding of grammar. This course will focus on more advanced parts of speech, moods, and tenses, including the subjunctive and imperfect and will include verbal and reading exercises.

Alba Carvajal, M.A.

12 W, 7:30–9 p.m. 8/31–11/16 \$199

Charlar y Conversar: Spanish Conversation, Level I

Practice and expand your language skills through guided discussions and conversation. You will expand your vocabulary and comfort with the Spanish language and will learn popular phrases and vernacular expressions.

Luz Maria Duqué, M.A.

Section A: 6 W, 7–8:30 p.m. 9/14–10/19

Section A meets at Plano campus

Section B: 6 T, 7–8:30 p.m. 9/6–10/11

Section B meets at Dallas campus \$119

Charlar y Conversar: Spanish Conversation, Level II

Continue to practice and expand your language skills through more advanced discussion and conversation. This course will help you to expand your Spanish vocabulary and comfort with the language.

Luz Maria Duqué, M.A.

6 T, 7–8:30 p.m. 10/18–11/22 \$119

Charlar y Conversar: Intermediate Spanish Conversation

Perfect your conversational Spanish through lively discussion and conversation. In this course, you will broaden your vocabulary and will investigate popular Spanish phrases and vernacular expressions. Expand your knowledge of Spanish language and culture and prepare yourself to travel, work, or study abroad with bilingual conversation skills.

Luz Maria Duqué, M.A.

6 M, 7–8:30 p.m. 9/12–10/17 \$119

Historias de España: Stories from Spain NEW

Explore Spain's rich cultural heritage as we read and discuss stories from the past 1,000 years of Spanish history. Our textbook includes both English and Spanish versions of each story, allowing you to improve your comprehension skills. Join us to practice your Spanish vocabulary and conversational prowess in our engaging class conversations and gain insights into the rich cultural heritage of the Spanish people.

Rosa Jara-Simmons, Ed.D.

10 M, 6–7:30 p.m. 9/12–11/21, skip 10/10 \$199

Italian

Italian for Beginners, Level I

Begin your study of Italian with basic vocabulary, simple grammar rules, and sample dialogues for travelers and tourists. Improve your conversation skills through practice in class discussions and by reading passages.

Damiano Bonuomo, M.A.

10 T, 6–7:30 p.m. 8/23–11/1, skip 10/11 \$179

Italian: Intermediate Conversation

Continue to master the basics of Italian grammar and vocabulary. In this class, you will build your conversational skills and take them to the next level.

Damiano Bonuomo, M.A.

10 W, 7:30–9 p.m. 8/24–10/26 \$179

Italian: Advanced Grammar

Improve or refresh more advanced Italian vocabulary and complex grammar concepts. Through many conversational opportunities, you will enhance your pronunciation skills for greater oral proficiency.

Damiano Bonuomo, M.A.

10 W, 6–7:30 p.m. 8/24–10/26 \$179



La Dolce Vita: Explore Italy in Dallas

Experience the rich history, culture, and culinary tradition of the le Marche region of Italy, no passport needed! Learn key phrases and customs from a native Italian, discover unique food and wine pairings, and explore *cucina italiana* with a field trip and tasting at Jimmy's Food Store in East Dallas. Though less known to tourists than neighboring Umbria, le Marche is situated between the Apennine Mountains and the Adriatic Sea and offers a variety of opportunities to experience Italy's treasures – from seaside resorts to the Renaissance splendor of Urbino, Raphael's birthplace.

See page 28 for details

Tom Jones: Romp Through 18th-Century England with Henry Fielding NEW

Published in 1749, Henry Fielding's *Tom Jones* remains one of the great comic masterpieces of English literature. Fielding's forte was satire, and he gained notoriety for his satirical plays. After a crackdown on subversive theatrical material, largely due to his own comedic critiques of members of the British government, Fielding turned to literature. Join us to discover and discuss this unforgettably lighthearted, charming, and sometimes ribald, portrayal of life in 18th-century England.

James Greene, M.A.

8 T, 7–9 p.m. 10/4–11/22

\$239

Psychoanalytic Themes in Literature: *Moby Dick* NEW

Considered one of the greatest American novels, *Moby Dick* is filled with numerous characters and countless episodes of good and evil at odds. Melville's tale of Captain Ahab and his obsessive, relentless pursuit of the white whale presents a shattering universal statement. Join us to discuss the profundities of *Moby Dick* – a masterpiece of literature that captures the grandeur of whaling while illuminating the concept of manifest destiny in American history.

David Hershey, M.D.

4 M, 7:30–9 p.m. 9/12–10/17, skip 9/26, 10/3

\$129

Hunter S. Thompson, Part I: Before He Was Gonzo NEW

Many people know of Hunter S. Thompson for his wild ways, prolific drug use, and enthusiasm for firearms. Behind his hard living and public persona as a counter-cultural icon, Thompson was a ferociously dedicated master of language who aspired to be a novelist (like his hero, F. Scott Fitzgerald). Learn about Thompson as a craftsman and how his early journalistic career – including dozens of pieces filed overseas and across America – shaped the writer he would become. Each week, we'll examine pieces written by Thompson that best illustrate his talent, and its limits, with regard to cultural and historical context.

Michael Lindenberger, J.D.

4 TH, 7–9 p.m. 9/8–9/29

\$129

Hunter S. Thompson, Part II: After Gonzo NEW

In Part two of this course, we'll look at Thompson's work after his classic 1970 article "The Kentucky Derby Is Decadent and Depraved." That breakthrough piece changed Thompson's work forever and made him extremely famous, and his articles on sports, politics, and American culture in subsequent years remains some of the most vivid and important journalism of our times. Join us to continue our investigation of the life and work of one of America's most original writers, after the turning point of his career.

Michael Lindenberger, J.D.

4 TH, 7–9 p.m. 10/20–11/10

\$129

Los Llorones: Weeping Men and Masculinity in Contemporary Spanish and Latin American Cinema NEW

Within Mexican folklore, *La Llorona*, the Weeping Woman, functions as a cautionary tale that delineates appropriate female gender roles. In this course, we shift the gendered and national perspective of this folklore to look at the representation of *llorones*, or weeping men, in five films by directors of contemporary Spanish and Latin American cinema. Rather than serving as a cautionary tale, these *llorones* and their tears envision alternate models of masculinity that challenge traditional gender roles within the public and private realm. Knowledge of Spanish is helpful, but not required. Course materials and discussions will be in English. All screenings include subtitles in English.

Noelia Saenz, Ph.D.

4 W, 6:30–9:30 p.m. 9/14–10/5

\$139

The Cinematic Child in Spain and Latin America NEW

Childhood is often represented as an idyllic time of innocence. The cinematic child in Spanish and Latin American cinema, however, is often juxtaposed with settings of political and social strife. Each week, you will watch a different coming-of-age film and discuss the varied representation of childhood in relation to the broader themes of national history and politics. Knowledge of Spanish is helpful, but not required. Course materials and discussions will be in English. All screenings include subtitles in English.

Noelia Saenz, Ph.D.

5 W, 6:30–9:30 p.m. 10/12–11/16, skip 11/2

\$149

Screenwriting Workshop, Level I

Transform the ideas and words in your head into a screenplay for the big (or small) screen. Learn how to write for film and television with Rex McGee, industry veteran and protégé of legendary writer-director Billy Wilder. In this course, you will gain strategies to create successful plot structure, memorable characters, and powerful dialogue as well as insights about format and stylistic considerations for various platforms. Join us to develop your unique story ideas into scripts and discover the key ingredients for great screenplays.

Rex McGee

6 M, 7–9:30 p.m. 10/10–11/14

\$225

Screenwriting Workshop, Level II NEW

In this workshop, you will build on the fundamentals introduced in *Screenwriting I* and will further develop your screenplay; you'll proceed from idea to outline to pitch and will write the first act (approximately 30 pages) over the course of this class. We also will discuss other essential components of screenplay development: generating the logline for your story; composing its beat sheet; and devising its three-act structure.

Rex McGee

6 TH, 7–9:30 p.m. 10/13–11/17

\$225

MUSIC

Beginning Piano, Level I

Designed for the true beginner, you will learn the fundamentals of reading music, keyboard playing, and music theory. Through individual attention and ample opportunity to play and read music, you will establish good habits and learn key piano skills.

Daniel O'Donoghue, M.M.

12 SA, 8:45–9:45 a.m. 8/27–11/19, skip 9/3

\$349

Beginning Piano, Level II

Expand the skills you learned in *Beginning Piano, Level I* and become more familiar with reading music and music theory. Continue to build good habits through individualized instruction in this small class.

Daniel O'Donoghue, M.M.

12 SA, 10–11 a.m. 8/27–11/19, skip 9/3

\$349

Intermediate Piano, Level II

Improve your technique by practicing more advanced repertoire, from classical, jazz, and popular music. You will focus on sight-reading and gain a deeper understanding of music theory, and we will explore harmonization and improvisation.

Daniel O'Donoghue, M.M.

12 SA, 11:15 a.m.–12:15 p.m. 8/27–11/19, skip 9/3

\$349

Performance Piano

This advanced class provides opportunities to hone your performance skills and to practice more complicated repertoire. Continue to improve your sight-reading skills and increase your knowledge of music theory.

Kevin Gunter, M.M.

14 T, 6:15–7:15 p.m. 8/30–12/6, skip 10/4

\$375

Music History in Context: Rock and Roll **NEW**

Take a chronological tour of Rock and Roll music to discover connections between popular music, the musicians, and the audience, as well as the social and political environment in which it was created. This class is for music lovers who want to know more about the context of songs that have played an important part in American culture for the last sixty years.

Kim Corbet

6 M, 7–9 p.m. 9/12–10/24, skip 10/10

\$149

The History of Jazz **NEW**

Jazz was the soundtrack of 20th century American life, and in this course you will discover the origins and evolution of this uniquely American music. We will meet jazz icons and learn more about major styles and seminal recordings from various decades. Whether you are a novice listener or already familiar with jazz, this course will give you a deeper understanding and appreciation of the art form as well as its socio-political context.

Kim Corbet

4 M, 7–9 p.m. 11/7–11/28

\$129



Daniel O'Donoghue

CAPE Piano Instructor, M.M. Piano Performance and Pedagogy '13



When did you start teaching courses with us?

I started teaching courses during the last semester of my graduate degree at SMU (Spring '13)

What led you to teach courses at SMU CAPE?

During my studies I had the opportunity to teach undergraduate class piano courses at SMU, and I loved the format and interaction with a group of students. I had heard about a program for adults called recreational music making and found that CAPE would provide the perfect environment for me to bring a group of people together to learn piano.

What has been your favorite course, or experience?

Music is such a wonderful thing, and to be able to study music and piano with a group of people pursuing the same goal is very refreshing.

What courses do you want to teach in the future?

I would like to always be able to offer a beginning piano course every semester. It is never too late to start.

How would you describe your students?

I have taught about 15 piano courses for CAPE since 2013, ranging from Beginner to Intermediate levels. They are dedicated (showing up every Saturday morning!), energetic, inquisitive, and passionate about music and learning.

What is your favorite memory from a CAPE course?

It is a little trite for me to say that every weekend is a fond memory of mine, but it's true. I look forward to every Saturday when I get to spend time with my students and make music together.



SHARE YOUR STORY
[mycapestory](https://www.instagram.com/mycapestory)

PERSONAL DEVELOPMENT

Reigniting Your Career After Time Away

If you have had to take time out from your professional life, the prospect of re-entering the workforce can be both exciting and daunting. This course has been developed to give you a step-by-step guide to find a job that meets both your professional and personal goals. Learn how to strategically organize your resume to highlight your strengths and skills, minimize gaps in professional employment, and use key words and phrases that will get your resume and cover letter noticed. You will also practice your interviewing techniques in a low-risk environment and discuss strategies for successful salary negotiations.

Dennis Grindle

3W, 9–11:30 a.m. 11/2–11/16

\$295

Interpersonal Communication Workshops **NEW**

Examine the interpersonal dynamics that characterize effective conversation and learn the skills to speak and listen successfully, plus non-verbal components of communication. We also will discuss brain development and how different parts of the brain impact communication. Register for the complete series at a discounted rate, or attend individual sessions. **Note:** All classes take place on Thursdays from 7–9 p.m.

Denette Mann, M.Ed. and Gretchen Manes, M.S. Series fee \$149

9/22 Introduction to Interpersonal Communication

10/6 Focus on Listening

10/20 Saying It Successfully

11/3 Interpersonal Communication in Action

Time Management: How to Get (and Keep) On Track **NEW**

Gain tips and techniques to manage your time and accomplish more each day. With a professional organizer and life coach as your guide, you will learn how to make positive changes and approach your professional and personal time more successfully. We will discuss calendaring, to-do lists, delegation, plus other topics and you will leave with tools to apply these concepts to your life and work.

Allison Venuto, M.A.

4W, 6:30–8:30 p.m. 9/7–9/28

\$149

Tai Chi for Relaxation and Calmness **NEW**

End your busy, stressful day with these guided sessions of slow, gentle movements. This form of Tai Chi is a moving meditation that promotes stress relief. Fluid movements of arms and legs, coordinated with breath and focus on balance, are beneficial for beginners as well as more experienced practitioners. As your body relaxes, your mind becomes tranquil, aware, and alert.

Lavada Smith, Ph.D.

6W, 6–7:30 p.m. 9/14–10/19

Course meets at Plano campus

\$99

The Mindful, Self-Compassionate Way to Change Your Brain

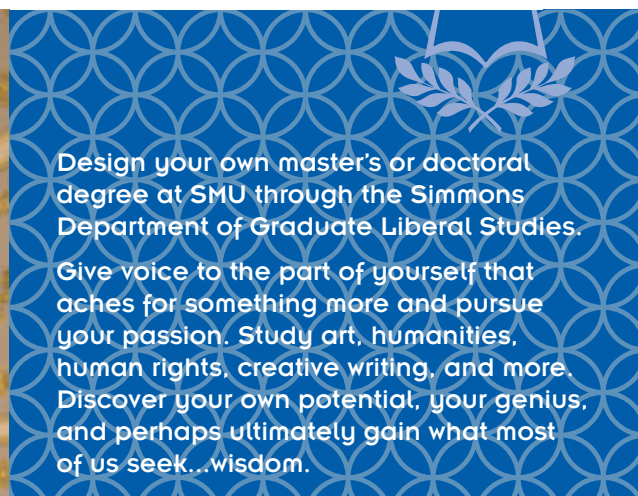
Take a three-hour break from the stress and strain of daily life and learn how to incorporate more self-care into your routine. You will learn about mindfulness and the practice of self-compassion and will gain insights about how to bring more calm and peace to your day. You'll come away rejuvenated and with knowledge and skills to make better decisions, improve relationships, and effectively manage stress.

Denette Mann, M.Ed.

Section A: 1 SA, 9:30 a.m.–12:30 p.m. 9/10

Section B: 1 SA, 9:30 a.m.–12:30 p.m. 11/5

\$45



Master of Liberal Studies, Certificate of Advanced Graduate Study, and the new Doctor of Liberal Studies

PERSONAL FINANCE

2016: Year-End Tax Review **NEW**

As the end of the year approaches, this course will prepare you to file your 2016 income tax return with increased knowledge and understanding of best practices. We will investigate strategies to minimize the amount you might owe and steps you can take now and in the year ahead. Join us to learn how to get organized and ensure that you will meet the tax deadline with confidence and peace of mind.

William Larson, CFP®

Section A: 1 M, 7–9 p.m. 11/7

Section A meets at Dallas campus

Section B: 1 W, 7–9 p.m. 11/9

Section B meets at Plano campus

\$39

Financial \$ense Workshops: Retirement Planning

These short workshops on focused topics will help you to take stock and get on your financial fitness on track. In this series, we will look at important financial areas to assess when planning for retirement and savings strategies to ensure your income after leaving the workforce. You will be able to look forward to the next chapter with peace of mind. Register for the complete series at a discounted rate, or attend individual sessions. **Note:** All classes take place on Wednesdays from 6:30–8 p.m.

Bradley Wilson, CFP®

Series fee \$109

9/14 Strategies for Savings

10/19 What To Know Before Retirement

11/16 Will My Money Last?

Financial Literacy For Women

What do women need to know about their finances? This upbeat class helps you roll up your sleeves, get down to basics and explore budgeting, investments, taxes, retirement planning, and more. Each session includes self analyses and checklists. Plan your financial future! Materials included.

Patrisha Lee, M.B.A., CFP®

3 T, 6–9 p.m. 9/20–10/4

\$149

Avoiding the Big Mistake: Creating a Smart Investment Plan

The world of investing can be quite intimidating, which causes many investors to become overwhelmed and take the path of least resistance: “The Do-Nothing Strategy.” In this course, you will learn the components of a successful investment plan and the steps to create a strategy that puts you in control. You’ll come away feeling confident to make educated financial decisions with a clear path for success.

Bradley Wilson, CFP®

4 M, 6:30–8:30 p.m. 9/12–10/3

\$149



What is your CAPE story?
Maybe it is well underway, or maybe it is a story waiting to be told. With professional courses and certificates, test preparation, summer youth programs, and 60 years of offering personal enrichment courses under our belt, you can rest assured your story will be in good hands. Take a course, and then share your story.
smu.edu/mycapestory





MORE EDUCATIONAL OPPORTUNITIES FOR ADULT LEARNERS

COX SCHOOL OF BUSINESS

SMU Cox is influencing the way the world does business, one student at a time. Programs include:

- Professional MBA – Designed for working professionals with more than two years of experience, this part-time program offers ten concentrations and minors with classes held on evenings and weekends.
- Executive MBA – Designed for students with an average 15 years of work experience, this cohort-style program features a general management curriculum with classes held every other Friday and Saturday.
- Full-Time MBA – Our flagship program provides students with a solid foundation in business through two years of full-time academic study, leadership training, mentoring, and career development.
- Fast Track MBA – This ‘leaner, meaner, faster’ MBA prepares students to advance rapidly in their current fields after only one year out of the work force for full-time study.
- Master of Science degrees – These one-year programs for young professionals provide specialized coursework in accounting, business analytics, finance, management, and sport management (dual program with the Simmons School of Education).
- Executive Education – Offerings include several graduate certificate programs, professional development courses, and customized corporate training sessions.

cox.smu.edu

DEDMAN COLLEGE OF HUMANITIES AND SCIENCES

Minds moving the world. Dedman College offers 17 master’s programs and 14 doctoral degrees in Anthropology, Biological Sciences, Chemistry, Earth Sciences, Economics, English, History, Mathematics, Medieval Studies, Physics, Psychology, Religious Studies, and Statistical Science. The Master of Science in Applied Statistics and Data Analytics degree offers specialist training for data science professionals.

smu.edu/dedman

DEDMAN SCHOOL OF LAW

Dedman School of Law offers both a full-time, three-year J.D. program and a four-year, part-time evening J.D. program. Two joint degree programs, a J.D./M.A. in Economics and a J.D./M.B.A. are also available. A number of other advanced degree programs are also offered for law graduates, as well as public programs and symposia on various areas of the law.

law.smu.edu

PERKINS SCHOOL OF THEOLOGY

Perkins School of Theology is one of the 13 seminaries of The United Methodist Church and one of only five university-related United Methodist theological schools. The school offers seven areas of study at the Master’s or Doctoral levels and the Ph.D. in cooperation with the Graduate Program in Religious Studies at Dedman College. A variety of continuing education programs are available for lay persons and church professionals who are seeking to deepen their discipleship and enhance their vocational effectiveness.

smu.edu/perkins

LYLE SCHOOL OF ENGINEERING

Engineering is fundamentally about creativity and problem solving. Through innovation and hands-on experiences, the Lyle School of Engineering offers a rigorous curriculum of technical, theoretical, and practical classes to prepare our students to make a difference in the world through engineering. Graduate degrees are available in the areas of Computer Science and Engineering, Electrical Engineering, Engineering Management and Information Systems, Civil and Environmental Engineering, and Mechanical Engineering as well as programs in multidisciplinary studies.

smu.edu/lyle

MEADOWS SCHOOL OF THE ARTS

Meadows School of the Arts combines performing, communication, and visual arts together in one school. Graduate degrees are offered in Advertising, Art, Art History, Arts Management and Arts Entrepreneurship, Film and Media Arts, Music, and Theatre. Meadows offers numerous public programs throughout the year.

smu.edu/meadows

SIMMONS SCHOOL OF EDUCATION AND HUMAN DEVELOPMENT

The Simmons School offers doctoral and master’s degrees, graduate-level certifications, and enrichment courses. The school is also home to research institutes and community service centers as well as a creative writing program. Master’s and doctoral degrees are offered in Teaching and Learning, Education Policy and Leadership, and Applied Physiology and Wellness.

The Department of Dispute Resolution and Counseling, housed at SMU-in-Plano, offers master’s degrees that are tailored to accommodate the adult learner.

The Graduate Liberal Studies program includes both Master’s and Doctoral degrees.

The Master of Liberal Studies degree program gives students the opportunity to design their own master’s degree. With concentrations in areas as diverse as Organizational Communications, Creative Writing, and Human Rights and Social Justice, the degree options are as unique as the students who design them.

The new Doctor of Liberal Studies program, is an evening program designed especially for working professionals who seek a unique intellectual challenge at the doctoral level with an eye to contributing to their community, workplace, and the world.

smu.edu/simmons



SMU

World Changers Shaped Here

Share Your Expertise Be a CAPE Instructor

SMU CAPE instructors are as diverse as the courses we offer – they're people like you who love to share their expertise and passion with adult learners who are eager to learn. Teaching is not usually their vocation, but an avocation.

CAPE provides an opportunity to serve the University community, without needing to be a full-fledged SMU faculty member (although some of them teach for us too). Instructors are paid an honorarium for their time, but they do it for reasons far greater than monetary return. They simply enjoy learning from and interacting with their students while sharing their unique knowledge and skills.

Proposals for new courses are always welcome and will be considered for the next available semester. Visit our website to submit your course idea(s) and credentials.



SMU

CONTINUING AND
PROFESSIONAL EDUCATION

smu.edu/capeinstructors

CONTACT AND REGISTRATION INFORMATION

WEB	smu.edu/cape
EMAIL	smuthink@smu.edu
PHONE	214-SMU-CAPE 214-768-2273
FAX	214-768-1071
MAIL	PO Box 750275 Dallas TX 75275-0275
IN PERSON	5539 SMU Boulevard, Dallas, TX 75206

HOW TO ENROLL

- Enrollment is quick and easy online at **smu.edu/cape**. You may browse and register for classes by subject, instructor, or location. We accept Mastercard, Visa, and American Express.
- You may also print out a registration form from our website and submit it by mail or by fax with credit card information or a check payable to SMU.
- If you call or come by our office, during regular business hours, a staff member will be happy to assist you with the registration process.
- Students must enroll before attending a course; instructors are unable to accept enrollment fees nor walk-in students who are not officially registered.

GENERAL INFORMATION

- Classes are limited in size and spaces are assigned on a first-come, first-served basis. Please register early to secure a spot and avoid disappointment. Classes are subject to cancellation due to insufficient enrollment.
- Upon registration, you will receive a confirmation with detailed location and parking information.
- Credit cards and checks are accepted as tuition payment. Some classes require students to purchase additional textbooks or supplies.
- SMU Continuing and Professional Education (CAPE) reserves the right to substitute instructors, change course locations, cancel courses, adjust curricula or schedules, limit enrollment, or refuse service.
- By participating in SMU CAPE, a participant agrees to abide by all University policies, including the SMU Student Code of Conduct and the SMU Code of Ethics. Failure to abide by these policies will result in participant dismissal.

SPECIAL DISCOUNTS

- Current or retired SMU staff and faculty, current SMU students, and all SMU graduates are eligible for discounts on many CAPE courses. Discounts vary depending on program. For more information, please review policies for your specific program of interest.
- CAPE offers special rates for groups of 10 or more, as well as completely customizable programs in an array of content areas. For details on custom training and group discounts, please contact our office.

CAMPUS DESIGNATION AND PARKING

- All courses meet on the SMU campus in Dallas unless otherwise noted. Parking on campus requires a permit which is provided with CAPE registration at no additional charge. CAPE students may also choose to use SMU visitor parking for a fee.
- A confirmation letter containing course location and a parking permit (Dallas campus) will be emailed to all enrolled students. Enrollees are encouraged to contact the office if confirmation is not received promptly.
- Courses noted with PLANO are held on SMU's Plano campus at 5236 Tennyson Parkway. Parking is free at SMU-in-Plano, and no permit is required.

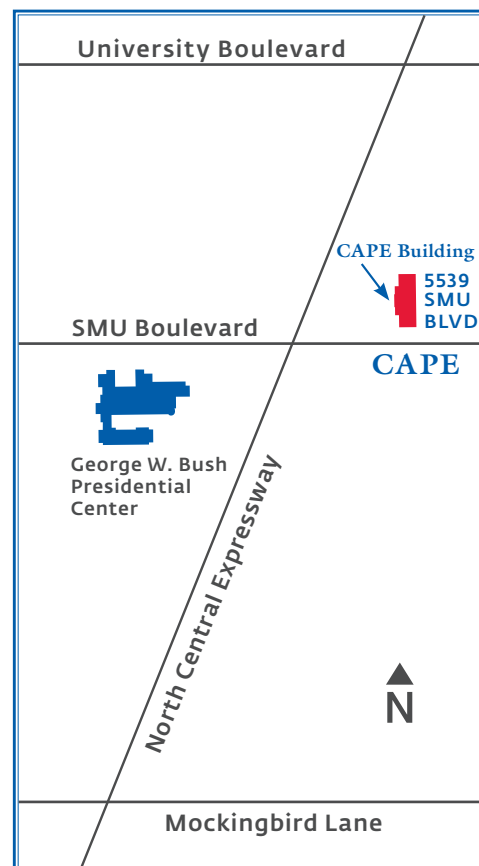
CANCELLATION, REFUNDS AND TRANSFERS

If you have a situation that prevents you from participating in the course for which you are registered, we will gladly assist you. Partial refund, transfer, and escrow options are available to students before the first day of the course. Once a course has started, refunds are not available, but we work with students to provide solutions based on individual program policies. At SMU CAPE, we understand that your time is valuable. It is our pledge to you that we will provide excellent customer service worthy of your expectations. Please visit **smu.edu/cape** for full policy details for specific programs.

STATEMENT OF NONDISCRIMINATION

Southern Methodist University (SMU) will not discriminate in any employment practice, education program, education activity, or admissions on the basis of race, color, religion, national origin, sex, age, disability, genetic information, or veteran status. SMU's commitment to equal opportunity includes nondiscrimination on the basis of sexual orientation and gender identity and expression. The Executive Director for Access and Equity/Title IX Coordinator is designated to handle inquiries regarding the nondiscrimination policies, including the prohibition of sex discrimination under Title IX. The Executive Director/Title IX Coordinator may be reached at the Perkins Administration Building, Room 204, 6425 Boaz Lane, Dallas, TX 75205, 214-768-3601, accessequity@smu.edu. Inquiries regarding the application of Title IX may also be directed to the Assistant Secretary for Civil Rights of the U.S. Department of Education.

CAPE



Customized Programs Designed to Help Your Organization *grow*



SMU Continuing and Professional Education creates customized programs for corporations and other organizations. Whether you are looking for a single topic or a series of diverse subjects, we will develop a program tailored to your exact needs. With expertise in many professional areas, we will work with you to assess your needs and to provide a turnkey solution. Our areas of expertise include:

- Digital marketing and social media
- Supervision best practices
- Public speaking and presentation skills
- World languages for the workplace
- Organizational behavior and team dynamics
- Project management



*Ready to start the conversation?
Contact Kimberly Rutigliano
at 214-768-1022 or
customtraining@smu.edu*



Register Online for These and Other Fall 2016 Courses

- | | | | |
|------|--|-------|---|
| 8/23 | Italian for Beginners | 10/2 | SAT Blitz Preparation Course |
| 8/27 | Beginning Piano | 10/6 | Interpersonal Communication Workshop |
| 9/6 | Graphic Design Certificate | 10/11 | Data Driven Marketing NEW |
| 9/6 | Art History Happy Hour NEW | 10/21 | Boss Boot Camp Supervision Best Practices Certificate |
| 9/7 | Time Management: How to Get and Keep on Track | 10/24 | LSAT Preparation Course |
| 9/8 | Hunter S. Thompson: Before He was Gonzo NEW | 10/24 | GRE Preparation Course |
| 9/12 | GMAT Preparation Course | 10/26 | Architecturally Significant:
The 20 Most Important Houses in Dallas NEW |
| 9/20 | Financial Literacy for Women | 11/2 | Reigniting your Career after Time Away |
| 9/21 | Oil Painting for Beginners | 11/7 | The History of Jazz NEW |
| 9/26 | Financial Planning Certificate | | |
| 10/1 | UX Design Certificate | | |



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