



SMU | CONTINUING AND
PROFESSIONAL EDUCATION

FALL 2014

Look for these Learning
Opportunities Inside:

NEW CERTIFICATE IN
PROJECT MANAGEMENT

NEW ONLINE CERTIFICATES

INFORMAL COURSES FOR ADULTS

TEST PREPARATION COURSES

REGISTER ONLINE
SMU.EDU/CAPE

CAPE

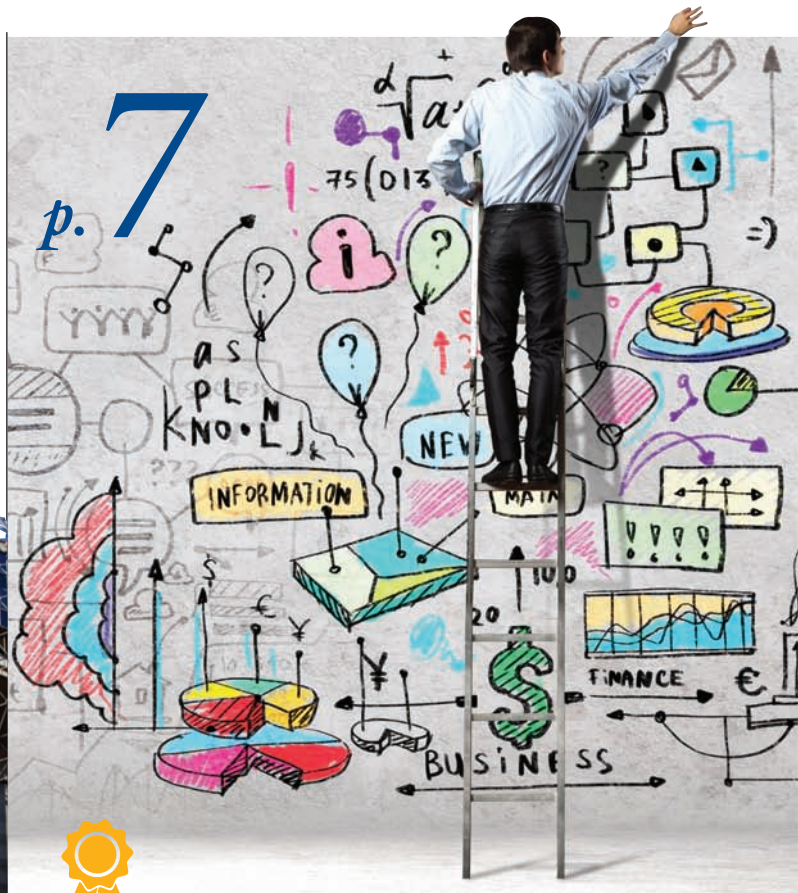
MASTERING SOCIAL MEDIA

Learn to use digital tools strategically in this deep-dive into all things social. The **SMU CERTIFICATE PROGRAM IN SOCIAL MEDIA AND DIGITAL COMMUNICATION**, offered on the Dallas Campus this fall, will prepare you to become a social media game changer.



p. 2 SPOTLIGHT ON DALLAS

Whether you've lived here for 30 years or 30 days, you'll learn something new about this fascinating and ever-changing city with one of these courses about Dallas: **50 More Reasons to Love Dallas** (p. 22), **Gallery Hopping** (p. 16), **Mad About Mid-Century Modern** (p. 16), and **Painting Dallas Landscapes** (p. 17).



NEW PROJECT MANAGEMENT CERTIFICATE

PROFESSIONALS IN EVERY FIELD can benefit from understanding project management. This new certificate program, offered in an intensive five-day format, will teach new and experienced project managers the tools and techniques they need to manage successful projects.

ONLINE CERTIFICATES in MANAGEMENT

MANAGEMENT



p. 11

NEW

Increase your effectiveness as a leader with our **NEW CERTIFICATES in MANAGEMENT and SUPERVISION**. These online programs include fundamentals of management and supervision, management for high technology, and management for human resources.



Looking for Something New?

New courses are being added all the time, so visit our updated website to search the most current offerings.



SMU

CONTINUING AND
PROFESSIONAL EDUCATION

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“LEARNING MORE”

We see and hear the phrase “learn more” so often these days. This fall, we invite you to truly *learn more* – about a topic that interests and excites you, a new professional discipline, or something you have always wanted to try. You have told us that you want opportunities to take your learning further, so we are offering opportunities to **dive deeper** into many of your favorite subjects. Be sure to check out the additional **language** offerings on pages 20–21, as well as new courses in **history, culture, literature, and film** on pages 22–23. You can build your professional skills through the enhanced **Social Media and Digital Communication certificate** program, a new certificate in **Project Management**, and a number of new online professional certificates. If you are preparing for the next step in your education, consider one of our **test preparation** courses offered in-person or online. We have updated our website to make it easier for you to find the courses you are looking for, so visit smu.edu/cape to browse courses and register. See you in class soon!

The SMU CAPE Team

PROFESSIONAL DEVELOPMENT

Certificate Program in Social Media and Digital Communication

“Using” social media is different from knowing “how to use” social media to work for your organization. “Using” is like watching a football game, but learning “how to use” is on the field, actually playing the game.

Social media and digital communication have rearranged how we think, plan, and communicate. They have changed the world of marketing and sales forever. Are you using these new tools to their best, most strategic advantage?

The Certificate Program in Social Media and Digital Communication provides an experienced-based view of the latest services and channels. Presented in a cohort format, these three modules will give you insight into:

- The digital diamond – web, email, social, and blogs, and how to direct the power of each
- Search engine optimization (SEO) and content management techniques for higher page ranks
- Listening and responding through strategic digital engagement
- The latest analytics tools and how to use them to measure the effectiveness of your campaigns
- How to create a results-driven digital plan

PROGRAM INVESTMENT

Due to the cohort nature of the program, students register and pay for the social media certificate (three courses) at one time. Tuition is \$3,850 and includes textbooks. Courses for the certificate program meet weekday mornings at SMU-in-Plano.



This was a gap in my resume, and I am now able to integrate a social media strategy into platform design and an overall marketing plan.

RECENT PARTICIPANT



smu.edu/masteringsocial



PROGRAM FAST FACTS

Classes Meet Weekday Mornings at SMU-in-Plano

Next Cohort Begins September 12, 2014

Tuition: \$3,850

17 Sessions

WHO SHOULD ATTEND?

- Communicators at all levels and from various industries, profit and non-profit
- Marketers, public relations practitioners, communications specialists – anyone in an external communications role
- Young professionals learning how to master social techniques on the job and seasoned pros adapting to the new digital world
- Officers, senior managers, and staff members interested in getting up to speed on the latest digital communication techniques quickly

COMPLETE THESE THREE COURSES TO EARN YOUR CERTIFICATE

- Introduction to Social Media and the Digital Environment
- Social Media Analytics
- Digital Engagement and Advanced Social Media Management

Developed in conjunction with SMU Meadows School of the Arts, Division of Communication Studies, Public Relations Program

*Program Director
Steve Lee, APR*

*Adjunct Lecturer in Communication Studies,
Meadows School of the Arts*

PROFESSIONAL DEVELOPMENT

Skill-Development Courses in Social Media and Digital Communication

DIGITAL ENGAGEMENT AND ADVANCED SOCIAL MEDIA MANAGEMENT

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 prepared to plan and evaluate your digital communications efforts. Please note: this course does not count toward completion of the full certificate.

Steve Lee, APR | 7 TH, 6–9 P.M. 9/18–10/30 | \$1,985



SHARE YOUR PROFESSIONAL STORY: PLANNING YOUR BUSINESS BLOG

NEW

Blogs can be a powerful tool for engagement with your customers. In this step-by-step course, learn to develop a well-researched strategy and plan for your business blog. Begin with keyword research for search engine optimization (SEO), determine blog categories, write category descriptions, and develop blog titles. Expect to spend up to 10 hours on this project outside of class. Part one of a three-part series.

Reneé Groskreutz

5 M, 6:30–8 P.M. 9/8–10/6

\$245

IMPROVING EMAIL PROMOTIONS

In this basic introduction to email promotions, discover how to improve your email promotions, including when to email, what to email, and testing email copy. Learn how to analyze your email response rates and how to increase them with tracking and testing.

9/2–9/26 | ONLINE

\$195

MOBILE MARKETING

Increase your understanding of the mobile experience, especially smartphones and how you can leverage their capabilities to retain current customers and gain new ones.

9/2–9/26 | ONLINE

\$195

BOOSTING YOUR WEBSITE TRAFFIC

Learn the basic skills to boost your web site traffic, including how to analyze your visitor traffic, how to use search engine optimization (SEO) to gain greater visibility and exposure, and how to redesign your web site copy to increase your visitors and results. No experience necessary.

10/6–10/31 | ONLINE

\$195

CONTENT MARKETING

You have a website, but why will your customers want to come back, buy something, or take action? Discover ways to identify who your ideal audience is. Learn how to create content that is engaging and purposeful. In one month, you will be equipped to create your own content marketing strategy and create a content-rich website that exceeds the needs of your visitors.

10/6–10/31 | ONLINE

\$195

YOUTUBE FOR BUSINESS

Increase your business with YouTube, the online video site and now the second largest search engine. Discover how to use video as a marketing tool to reach and serve more people. You will gain proven strategies and techniques for making YouTube work to support your organization's communication goals.

10/6–10/31 | ONLINE

\$245



smu.edu/masteringsocial

PROFESSIONAL DEVELOPMENT

Certificate Program in Website Design

In today's competitive online marketplace, businesses rely on skilled web professionals to enhance their online presence. The Certificate in Website Design will equip you with the comprehensive knowledge you'll need to plan, design, develop, and launch effective websites. This program is ideal for seasoned professionals looking to learn the latest industry advances, as well as beginning designers seeking a strong grounding in the fundamentals.

You will learn real-world skills from expert instructors while taking classes in a cohort format. You will also create a professional website to serve as the foundation for your portfolio.

WHO SHOULD ATTEND

- Aspiring web design professionals seeking a strong foundation in the latest software applications
- Seasoned web designers looking to expand their knowledge and gain a professional credential
- Administrative professionals who want to enhance their résumés with advanced design skills
- Small business professionals who need to create a strong corporate brand or online presence

PROGRAM FORMAT

The certificate program is offered in a cohort format. A cohort is structured so that students progress through the program together, guided by expert instructors. Courses build upon one another with assignments and lessons, allowing you to hone your web design skills between class sessions.

Courses for the certificate program meet weekday evenings – convenient for busy, working professionals. The program contains over 100 hours of web design education including a unique capstone project, so you can earn your certificate in just nine months.



PROGRAM FAST FACTS

Classes Meet Weekday Evenings

Next Cohort: September 22, 2014–June 1, 2015

New Cohorts Forming Regularly

Tuition: \$3,850

REQUIRED COURSES

- Starting and Running a Successful Website
- HTML5 and CSS3
- Dreamweaver
- Web Graphics with Photoshop
- Web Design Certificate Capstone

PROGRAM REQUIREMENTS

Certificate program students will work on a real-world web design project inside and outside of the classroom. To complete this work effectively, you must bring a personal laptop computer (with the Adobe Creative Cloud software installed) to all classroom sessions. High-speed internet access is required for online class sessions.

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

>> LEARN MORE

Register for a complimentary online information session to learn more about the web design certificate program, and industry trends.

Please RSVP at smu.edu/webdesign

PROFESSIONAL DEVELOPMENT

Certificate Program in Graphic Design

Businesses turn to graphic designers to create and maintain their brand identity, and to support their marketing and online presence. Learn to plan, manage and deliver professional graphic design projects with the SMU Certificate Program in Graphic Design. The program is for people who are new to the field as well as those looking to expand their skill sets and experience with the latest industry techniques and software.

You will learn real-world skills from expert instructors while taking classes in a cohort format. You will also create a professional graphic design project to serve as the foundation for your portfolio.

WHO SHOULD ATTEND

- Aspiring graphic design professionals seeking a strong foundation in the latest software applications
- Seasoned graphic designers looking to expand their knowledge and gain a professional credential
- Administrative professionals who want to enhance their résumés with advanced design skills
- Small business professionals who need to create a strong corporate brand or online presence

PROGRAM FORMAT

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PROGRAM FAST FACTS

Classes Meet Weekday Evenings

Next Cohort: September 23, 2014–May 23, 2015

New Cohorts Forming Regularly

Tuition: \$3,850

REQUIRED COURSES

- Introduction to Graphic Design
- Adobe Acrobat
- Adobe Illustrator
- Adobe InDesign
- Print Graphics with Photoshop
- Graphic Design Certificate Capstone

PROGRAM REQUIREMENTS

Certificate program students will work on a real-world graphic design project inside and outside of the classroom. To complete this work effectively, you must bring a personal laptop computer (with the Adobe Creative Cloud software installed) to all classroom sessions. High-speed internet access is required for online class sessions.

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

>> LEARN MORE

Register for a complimentary online information session to learn more about the graphic design certificate program, and industry trends.

Please RSVP at smu.edu/graphicdesign

PROFESSIONAL DEVELOPMENT

Skill-Development Courses in Design

CERTIFICATE IN MOBILE APPLICATION DESIGN AND DEVELOPMENT



DESIGNING APPLICATIONS FOR THE MOBILE ENVIRONMENT is more and more important in a “mobile first” world. Delivered in an online format, this course will teach you the basics of programming mobile apps. You will gain an understanding of the design process, user interface and experience design, and how mobile hardware works. Learn to create a variety of apps and deploy them to different devices. Then monetize, analyze, test, and write reviews of mobile applications.

ONLINE | 6 Months | \$2,395



CONCEPT IDEATION

NEW

One of the hardest things to do as a graphic designer is to come up with creative, conceptual solutions on demand. Learn to expand your conceptual ability to increase the number of solutions – and to make them more creative. Through time-tested techniques, gain understanding of how to develop concepts and designs using pencil and paper, including rapid visualization sketching. For both the graphic design student and the professional designer.

Pam-ela Harrelson
6 M, 6–9 P.M. 9/15–10/13

\$245

LOGO DEVELOPMENT

NEW

The logo is one of a company’s most valuable branding tools. Learn how to design creative logo solutions that are on target for your client’s brand. For the graphic design student, this course will cover solid design strategies for creating a variety of logo types, correct format usage, plus the basic stationery package. Basic graphic design skills, plus Adobe Illustrator and Photoshop and your own laptop computer are required.

Pam-ela Harrelson
5 W, 6:30–9:30 P.M. 9/17–10/15

\$245

CASCADING STYLE SHEETS (CSS)

CSS can be used to enhance an existing design or to create a new one. Students will learn about controlling color and typography, designing with cascade and content sections, creating alternate style sheets, and controlling layout with positioning.

ONLINE | 10 Hours

\$345

ADVANCED HTML

If you are ready to take your HTML to the next level, this course is for you. Students will learn HTML lists, tables, forms, frames, styles, and HTML Meta data. After taking this course, you will have a comprehensive understanding of how to best use HTML and take full advantage of its capabilities.

ONLINE | 10 Hours

\$345

CREATING SMARTPHONE APPS FOR YOUR BUSINESS

In this course, you will receive step-by-step instructions on how non-technical users can build, deploy, and market smartphone applications across Android and iPhone platforms. This course will NOT include any programming. Participants will discover how easily they can build smart phone applications for their businesses, without any of the programming normally required.

Dan Belhassen
10/6–10/31 | ONLINE

\$245

Kim Bauer, M.F.A.
Professional designer
and web design certificate
program instructor



PROFESSIONAL DEVELOPMENT

NEW

Certificate Program in Project Management

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. The SMU Certificate Program in Project Management is designed to meet the educational requirement to sit for the PMP exam.

Taught by practicing professionals, this program provides a thorough review of project management tools and techniques as well as the people side. You will learn the six elements of an effective project plan, and how to manage and control project execution, communications, and reporting.

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.

PROGRAM INVESTMENT

The certificate program is offered in an intensive format over the course of five 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.)* Due to the cohort nature of the program, students register and pay for the certificate (two modules) at one time. Tuition is \$3,495 and includes textbooks.

REQUIRED COURSES

Complete these two modules to earn your certificate:

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

smu.edu/projectmanagement



PROGRAM FAST FACTS

Next Cohort: November 3–7, 2014

Dallas Campus

Tuition: \$3,495

5 Days | 40 PDUs



PMP
EXAM PREP

Interested in project management exam prep? See page 15 for details.

SKILL-DEVELOPMENT COURSES

INTRODUCTION TO AGILE

Explore the methodologies and practices of Agile development and understand key concepts and principles that form the foundation of Agile project management. This self-paced course contains interactive exercises to help you become a more proficient Agile practitioner.

ONLINE | 10 PDUs/Contact Hours | 1 CEU \$249

PROJECT MANAGEMENT FOR INFORMATION TECHNOLOGY

Learn how project management concepts can be applied to IT projects, as well as on project management issues unique to IT projects.

ONLINE | 25 PDUs/Contact Hours | 2.5 CEUs \$499

PROFESSIONAL DEVELOPMENT

Certificate Program in Paralegal Studies

Paralegals are an essential part of the successful law firm. The SMU Certificate in Paralegal Studies is a six-month, noncredit certificate program designed to give an overview of the profession with an emphasis on practical skills. All modules are taught by carefully selected and experienced professionals who share their knowledge and expertise. Additionally, you will benefit from career development support and paralegal resource materials including textbooks, reference books, and website support as you progress through the program.

WHO SHOULD ATTEND?

- Legal staff wishing to enhance their skills by earning a professional credential
- Career changers seeking a professional career with strong compensation
- Students considering law school who would like a head start on their peers



Sarah Wahl, J.D.
Business attorney specializing
in bankruptcy and paralegal
studies instructor



PROGRAM FAST FACTS

Classes Meet Weekday Evenings

Next Cohort: October 6, 2014–April 1, 2015

Dallas Campus

New Cohorts Forming Regularly

Tuition: \$5,495

PROGRAM INVESTMENT

Due to the cohort nature of the program, students register and pay for the paralegal certificate (six courses) at one time. Tuition is \$5,495 and includes textbooks. Student loan options are available to those who qualify.

UPCOMING PROGRAMS

The fall 2014 cohort begins on October 6 on the Dallas Campus. Admission to the program requires a four-year undergraduate degree. Enrollments are accepted on an ongoing basis. In just six months, the SMU certificate program allows you to enter the rewarding paralegal field with the confidence and credentials to succeed by completing the following courses:

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

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

>> LEARN MORE

Register for a complimentary online information session to learn more about our program, legal industry trends and career options for paralegals.

Please RSVP at smu.edu/paralegal

PROFESSIONAL DEVELOPMENT

Certificate Program in Financial Planning

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 program combines expert instructors, CFP-Board registered curriculum, flexible course schedules, and two locations to provide the premier financial planning educational program in North Texas.

WHO SHOULD ATTEND?

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

PROGRAM INVESTMENT

There are three options for completing the program:

- The “traditional path” (24 months) with classes one night per week on the Dallas campus is \$775 per course (\$675 with early registration discount)
- The “pacesetter path” (12 months) with classes two nights per week on the Dallas campus is \$575 per course
- The intensive 11-month cohort program beginning in January at SMU-in-Plano is \$4,995



PROGRAM FAST FACTS

Classes Meet Weekday Evenings

Next Start Date: September 15, 2014
Dallas Campus

UPCOMING PROGRAMS

You can begin the program on the traditional or pacesetter path on the Dallas campus on September 15, 2014. The intensive program begins in January 2015 on the Plano campus.

Fall 2014 Courses

- Fundamentals of Financial Planning
- Investments
- Tax Planning
- Financial Planning Strategies & Case Studies (Capstone)

Spring 2015 Courses

- Insurance & Risk Management
- Retirement Planning & Employee Benefits
- Estate Planning
- Financial Planning Strategies & Case Studies (Capstone)

MEET *your* INSTRUCTORS at
SMU.EDU/FPINSTRUCTORS 

>> LEARN MORE

Participate in an on-demand information session. Learn about the SMU program and the CFP® certification process from director Tom Ricks, CFP®.

Visit smu.edu/cfp for details.

PROFESSIONAL DEVELOPMENT

Business Communication

BUSINESS AND PROFESSIONAL COMMUNICATION

IF YOU ARE LOOKING FOR A COMPETITIVE EDGE to advance your career, this course is for you. Master the techniques you need to become an effective communicator in the workplace through organizing your thoughts and delivering them in a cohesive and powerful way. You'll get personalized evaluation and feedback, plus proven methods to leverage your memory to maximize your effectiveness and strengthen relationships.

5 F, 9 A.M.–12 P.M. 10/3–10/31 | \$1,495 | SMU-in-Plano

Developed in conjunction with SMU Meadows School of the Arts, Division of Communication Studies
Christopher Salinas, Ph.D., Professor and Director of Public Discourse in the Division of Communication Studies at SMU

CERTIFICATE PROGRAM IN TECHNICAL WRITING



TECHNICAL WRITING FOCUSES ON A READER-CENTERED APPROACH and helps students understand the nature of writing in the workplace. You will go through the writing process, step by step, creating highly effective letters, proposals, emails, memos, documentation, and reports. Learn how to conduct research and appropriately cite sources. Guidelines for persuasive writing and strategies for maintaining readers' attention are also covered. Includes a subscription to Questia, an online research database.

ONLINE | 7 Modules, 6 Months | \$2,395



VALUE BASED NEGOTIATIONS™

NEW

Value Based Negotiations is an interactive and content rich negotiation program designed for the business professional. In this two-day intensive course, you will learn a repeatable and efficient negotiation process to consistently achieve conversation and negotiation objectives for important conversations.

Arlene Johnson

1 F, 8:30–5 P.M. TBA

\$495 (\$475)

HOW TO EFFECTIVELY COMMUNICATE WITH LEFT-AND RIGHT-BRAIN PEOPLE

If you want to get your message across – to colleagues, friends, and family – you must put it in the language of the receiver. In this course, you'll learn to speak the language of both logical, analytical left-brain people and creative, intuitive right-brain people, making every relationship harmonious and productive. Our objective is to understand and be understood.

Jody Potts, Ph.D.

4 W, 6:30–8 P.M. 9/3–9/24

\$109 (\$99)

The amount listed in parentheses represents the early registration discount price.

THE PROFESSIONAL VOICE

Do others perceive you the way you want to be perceived? When you speak, do people listen? Do they understand what you are trying to communicate? Discover the three main reasons people don't listen and learn how to get heard. You'll find answers to your communication problems with your clients, boss, spouse, children and friends – if you're willing to do some self-examination. Interviewing for a new position? Learn how to put your best self out there – vocally!

Susan Stageman

5 W, 6:30–8:30 P.M. 10/1–10/29

\$179 (\$169)

MEMORY POWER

Never forget another name – or anything else important to you. Based on recent left/right brain research, this course offers quick, easy memory techniques for learning 15 names and faces at first meeting, keeping facts and figures in your head, retaining what you read, speaking without notes, and curing absent-mindedness. Best of all, these techniques are fun and immediately applicable.

Jody Potts, Ph.D.

4 W, 6:30–8 P.M. 10/1–10/22

\$109 (\$99)

PROFESSIONAL DEVELOPMENT

Management and Supervision

SUPERVISORY AND MANAGERIAL SKILLS CERTIFICATE

MASTER THE FUNDAMENTAL SKILLS required of supervisors and managers in this certificate program. New and experienced supervisors alike will be exposed to a broad range of topics including how to develop effective management and leadership skills, performance management, efficient decision making, negotiation, communication skills, and establishing productivity and benchmarking criteria.

ONLINE | 9 Modules, 6 Months | \$3,250

CERTIFICATE PROGRAM IN MANAGEMENT FOR HIGH TECHNOLOGY PROFESSIONALS

THIS CERTIFICATE PROGRAM WILL TEACH YOU how to effectively manage IT professionals, understand best practices models for various industries, and develop collaborative problem-solving skills. Design operational plans and strategic direction, understand financial accounting management, prepare and manage a budget, and make decisions on business projects.

ONLINE | 8 Modules, 6 Months | \$3,250

CERTIFICATE PROGRAM IN ADVANCED MANAGEMENT FOR HR PROFESSIONALS WITH PHR EXAM PREP

DESIGNED FOR PROFESSIONALS who are currently employed in the human resources field, this certificate course delivers in-depth knowledge you need to succeed. The course includes five modules of human resource management topics and six modules of exam preparation for the Professional in Human Resources and the Senior Professional in Human Resources certification exams. Topics include: successful selection systems, HR as a strategic partner, high performance organizations, collaborative problem-solving, effective interpersonal communication and assertion skills, along with an engaging series of exam preparation topics.

ONLINE | 11 Modules, 6 Months | \$4,995



MANAGEMENT BOOT CAMP

Enhance your management skills through this course for supervisors, managers, and emerging leaders. Nothing creates success like a solid foundation. Discover the keys for effectively managing your employees. Find out how to create clear expectations, engage and motivate employees, and increase your effectiveness through use of the DiSC personality profile (included). By the end of the course, you will be managing like a pro – quickly and with confidence.

Sally Klauss, M.B.A.

9/2–9/26 | ONLINE

\$295

TIME AND PRODUCTIVITY MANAGEMENT

How effectively you manage your time and productivity can affect your business and personal life in many ways. In this course, you'll get tips and techniques for managing time and increasing productivity. Whether you are managing your own time, or others' time, you will master proven methods you can put into practice right away.

William A. Draves, M.Ed.

10/6–10/31 | ONLINE

\$195

PROFESSIONAL DEVELOPMENT

Business and Entrepreneurship

COMPETITIVE INTELLIGENCE: COLLECTING AND USING DATA FOR BUSINESS SUCCESS **NEW**

Competitive intelligence is often misunderstood as a “cloak and dagger” discipline. In reality, competitive intelligence can play a critical role in developing a growth strategy, defending your market position, and improving your forecasting capabilities. Learn how competitive intelligence can help your company gain a better understanding of how the market views it compared with the competition. This course will help you understand the need for data collection and analysis for the success of your business.

Eleanor Eaton, M.B.A.
4 TH, 6:30–8:30 P.M. 9/11–10/2 \$149 (\$139)

THE GLOBAL MARKETPLACE: HOW TO SUCCESSFULLY EXPAND TO DEVELOPING AND EMERGING MARKETS **NEW**

Is your company searching for new markets for goods or services? With the mature markets of the U.S. and Western Europe relatively stagnant, the biggest opportunities for business growth may lie in one of the world’s emerging markets. In this highly interactive class, you will learn how to evaluate and prioritize potential markets. Gain an understanding of how to develop an entry strategy into select new markets around the world. The world could be your marketplace with the right plan.

Eleanor Eaton, M.B.A.
4 TH, 6:30–8 P.M. 10/9–10/30 \$149 (\$139)

EXPLORING ENTREPRENEURSHIP

Before taking the first step to starting a business, there are questions to consider. What are the characteristics of successful entrepreneurs? What business concepts are viable today? When is the best time to launch a new venture? How can you gain access to capital? Starting a business is a dream you can realize. Take this simple first step to discover whether an owner-managed business could be in your future.

Jerry White, M.B.A.
1 T, 7–9 P.M. 9/30 \$49 (\$39)

ENTREPRENEUR BOOT CAMP

Starting a business is something that all of us have thought about at one time or another. Being your own boss sounds appealing, but statistics show that most businesses fail within the first five years. Learn the qualities of successful entrepreneurs and how to acquire them. Then establish goals for your business, develop an outline for your plan, and understand techniques to successfully manage your new business.

Conrad Brian Law
9/2–9/26 | ONLINE \$195

KEYS TO CUSTOMER SERVICE

Learning to build your customer service skills will have a powerful impact on your career success as well as success in other areas of your life. You will gain the skills you need to become an exceptional service provider, helping your organization and your career by translating your good service intentions into a workable plan to consistently deliver great service.

Nanette Sanders-Cobb, M.B.A.
9/2–9/26 | ONLINE \$145

EXTRAORDINARY CUSTOMER SERVICE

Transform your customer service into something extraordinary. As a result, more repeat business will improve your bottom line. Discover how easy it is to tweak your customer service from the ordinary to the extraordinary. You’ll take away a customer service plan that will help you focus on the key elements that will get you started on your pathway to success.

Fred Bayley
10/6–10/31 | ONLINE \$145



ADDITIONAL SMU CERTIFICATE PROGRAMS

The Cox School of Business
offers graduate certificate programs
in Marketing, Finance,
Business Analytics, and Business Creation.

Visit cox.smu.edu/certificates

Cox Executive Education
offers professional development
certificate programs in
Leadership, Management,
Accounting & Finance, Negotiation,
Strategy, and Energy, Oil & Gas.

Visit exed.cox.smu.edu/programs



PROFESSIONAL DEVELOPMENT

Nonprofit Leadership

NONPROFIT LEADERSHIP CERTIFICATE

DESIGNED BY NONPROFIT LEADERS for nonprofit leaders, the Nonprofit Leadership Certificate from the Center for Nonprofit Management and SMU Continuing and Professional Education can help you enhance your organization's effectiveness. Develop your leadership and management skills through six interactive sessions with carefully selected instructors with substantial nonprofit expertise. Professionals with at least five years of nonprofit work experience and two years in an executive leadership position are encouraged to apply. Apply by the priority deadline of August 18. www.nonprofitleadership.info

6 F, 9 A.M.–4 P.M. 9/19, 9/26, 10/10, 10/24, 11/7, 11/14 | \$2,800
(\$2,100 for members of the Center for Nonprofit Management)



Center for Nonprofit Management™
strengthen | lead | innovate



CERTIFICATE IN GRANT RESEARCH AND WRITING

PREPARING SUCCESSFUL GRANT APPLICATIONS can be a daunting task. In this certificate course, 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, 6 Months | \$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 course, 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, 6 Months | \$2,875



GIVE YOUR DONORS WHAT THEY CRAVE: STEWARDSHIP AS EXPERIENCE

NEW

Stewardship can often be overlooked in a busy nonprofit organization, but maintaining and strengthening your relationship with your donors is critical. Join us for this interactive course, filled with examples to help you refresh your donor relations plan. Go beyond the form letter to develop skills and strategies to make your stewardship efforts stand out. You will explore best practices to cultivate donors, and leave with a toolkit to effectively celebrate the joy of giving with your financial supporters.

Keturi Beatty, M.A.

1 W, 6:30–8:30 P.M. 10/8

\$65 (\$55)

FANTASTIC FUNDRAISING EVENTS

NEW

Successful fundraising events can be much more than a great party – they can function as a signature centerpiece of your annual fundraising plan. Learn how to set your fundraising goals, plan your event budget, identify potential sponsors, and create a promotion plan. You will also gain helpful tips to motivate and schedule your volunteers to maximize their time and keep them energized. This course is ideal for nonprofit professionals and volunteers alike.

Meagan McCracken

1 T, 6–9 P.M. 10/28

\$75 (\$65)

TEST PREPARATION

College and Graduate Admission

SAT EXAM PREPARATION COURSE

With SMU Test Prep, you will be prepared for the changes in the SAT and reach the exam date of your choice at peak performance. These courses meet once per week, allowing you to practice your new skills during the week. This multi-week format SAT Prep Course leads to greater opportunities for learning and interaction with our expert instructors. Courses are conveniently scheduled in the weeks leading up to the most popular SAT dates.

Section A: SA, 8 A.M.–12 P.M. 10/4–10/25

Section A meets at SMU-in-Plano

Section B: SU, 1–5 P.M. 10/12–11/2

Section C: SA, 8 A.M.–12 P.M. 11/1–11/22 \$399

GMAT PREPARATION COURSE

The GMAT prep class provides 24 hours of in-classroom instruction on the Quantitative, Verbal, Integrated Reasoning and Analytical Writing sections of the GMAT, and prepares you for the Problem Solving and Data Sufficiency questions most typically seen on the GMAT's Quantitative section. Strengthen your Reading Comprehension and Sentence Correction skills with proven tips that help you save time, eliminate mistakes, and improve your score. This course will teach you the critical reasoning skills tested on the GMAT's new Integrated Reasoning section and the Analytical Writing Assessment. This class is ideal for anyone looking to pursue a MBA or other business degree within the next five years.

Section A: M, W, 6–9 P.M. 9/17–10/13

Section B: T, TH, 6–9 P.M. 9/23–10/16

Section C: T, TH, 6:30–9:30 P.M. 10/21–11/13 \$999

GRE PREPARATION COURSE

This comprehensive GRE prep class covers each of the three main sections of the GRE revised General Test – Analytical Writing, Verbal Reasoning, and Quantitative Reasoning. This 24 hour classroom program will prepare you for all of the question types you are likely to encounter on the GRE. This course is designed for returning students, recent graduates, and current undergraduate students looking for assistance with the complex quantitative and verbal skills needed to succeed on the GRE. All required course materials are included with this program.

M, W, 6–9 P.M. 10/22–11/17 \$999

Online options for GMAT, GRE, and LSAT are also available. Visit SMU.EDU/TESTPREP for dates.



FREE ONLINE TEST PREP STRATEGY WORKSHOPS

Join us for these online test preparation strategy workshops for introductions to exams for graduate school admission. These workshops offer quick tips and study skills to jump start your preparation.

Register at smu.edu/testprep

LSAT GRADUATE EXAM 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: M, W, 6–9 P.M. 8/18–9/22

Section B: T, TH, 6–9:20 P.M. 8/26–9/23

Section C: T, TH, 6–9 P.M. 10/23–12/2, skip 11/25, 11/27 \$999

TOEFL TEST PREPARATION

This completely online and self-paced TOEFL Test Prep Course is packed with everything you need to succeed on the TOEFL test. Learn exactly what to expect on the test and how the test is scored, and gain mastery of the topics by practicing with hundreds of authentic test questions. You will receive a textbook, a CD-ROM, and access to three full-length TOEFL practice tests online.

ONLINE \$1,295

TEST PREPARATION

Project Management

PMP® EXAM PREP COURSE

This completely online and self-paced project management program builds successful project managers at all levels of the organization. It provides a comprehensive preparation for the PMP® certification exam including: exam-taking tips, 11 comprehensive module quizzes, and two full-length, 200-question practice exams covering the PMBOK® Guide areas of knowledge, which will provide a report to help you determine your areas of weakness. This course also contains video segments of project management professionals who offer advice and best practices about how to become a more effective project manager.

ONLINE | PDUs/Contact Hours: 35 | CEUs: 3.5 \$699

PROJECT RISK MANAGEMENT: PMI-RMP® EXAM PREP

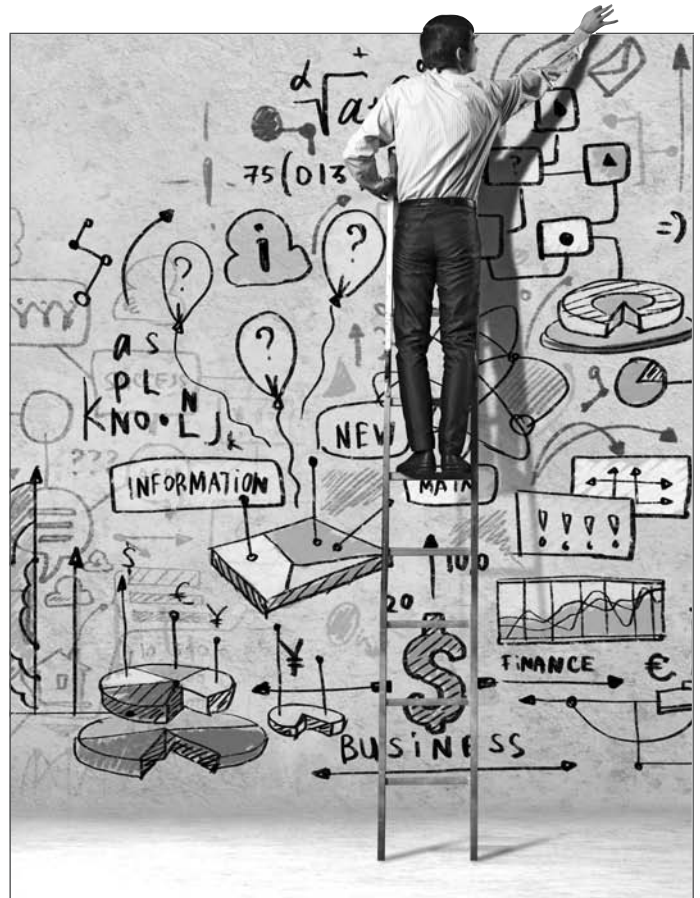
This completely online and self-paced nine-module risk management course helps educate project managers in identifying and responding to project risk. This course provides a comprehensive preparation for the Project Management Institute's PMI-RMP® certification exam including: exercises, self-assessments, and case studies along with exam-taking tips and two full-length, 170-question practice exams covering the required four domains of risk management knowledge.

ONLINE | PDUs/Contact Hours: 30 | CEUs: 3 \$599

AGILE CERTIFIED PRACTITIONER (PMI-ACP)™ EXAM PREP

This completely online and self-paced course is designed to prepare learners for the Project Management Institute's Agile Certified Practitioner (PMI-ACP™) exam by exploring the methodologies, practices, tools and techniques that Agilists need to master to become proficient practitioners. Students will increase their knowledge of Agile concepts with interactive exercises, vocabulary games, flashcards and video segments from experienced Agile practitioners. Your understanding of key Agile concepts and principles will be tested in several comprehensive module quizzes as well as in two 120-question practice exams designed to mirror the PMI® certification exam process.

ONLINE | PDUs/Contact Hours: 21 | CEUs: 2.1 \$499



Orchestrating the Possibilities

Certificate Program in Project Management

November 3–7, 2014

SMU Dallas Campus

See Page 7
for Details

smu.edu/projectmanagement

PERSONAL ENRICHMENT

SMU Informal Courses for Adults

Explore subjects that excite and intrigue you taught by instructors who are as enthusiastic about what they teach as you are to learn. With additional new levels of existing courses, you can dive deeper into your favorite topic, or try something entirely new!

ART HISTORY

ITALIAN RENAISSANCE ART, PART I: 1250–1480 **NEW**

Some say that the Renaissance was the pinnacle of artistic achievement in Western history, and Italy provided a wealth of those masterpieces. Trace the development of Italian Renaissance art in Florence, with visits to other cities such as Assisi, Pisa, and Siena. Study artists including Duccio, Giotto, Ghiberti, Donatello, Masaccio, Piero della Francesca, and Botticelli in these illustrated lectures.

Martha Anne Fielder, Ph.D.
5 TH, 7:30–9 P.M. 9/11–10/9 \$129 (\$119)

ITALIAN RENAISSANCE ART, PART II: THE AGE OF GIANTS **NEW**

Continue your journey through Italy, this focusing on the art of the High Renaissance. Learn about the masterpieces of renowned painters and sculptors including Leonardo da Vinci, Michelangelo, and Raphael. Mannerism will also be examined. Learn about what makes these artists influential, even for today's artists.

Martha Anne Fielder, Ph.D.
5 TH, 7:30–9 P.M. 10/23–11/20 \$129 (\$119)

MASTERWORKS OF NINETEENTH CENTURY ART: DAVID TO VAN GOGH

The sweeping societal and technological changes of the nineteenth century had a profound impact on visual art. Explore major paintings by French artists working during this period, from the Neoclassicism of David, the Romanticism of Delacroix and Gericault, the Realism of Courbet and Manet, the Impressionism of Degas and Renoir, and the Post Impressionism of Seurat and Van Gogh. This course will include a classroom component and a visit to the Dallas Museum of Art and the special exhibition, *The Mind's Eye: Masterworks on Paper*, dedicated to drawings, prints, watercolors, and other works on paper by these same artists. Museum admission is included in registration fee.

Lane Banks
1 TH, 7–8:30 P.M. 9/18 and
1 SA, 2:30–4 P.M. 9/20 \$75 (\$65)

FACES OF IMPRESSIONISM **NEW**

This classroom experience will highlight the Kimbell Art Museum's special exhibition, *Faces of Impressionism: Portraits from the Musee d'Orsay*, and will prepare you for a well-informed visit to the museum. Explore works in the exhibition, as well as other important paintings and sculptures by the leading Impressionists.

Lane Banks
4 TH, 7–8:30 P.M. 10/2–10/23 \$109 (\$99)

GALLERY HOPPING: THE LATEST AND GREATEST OF THE DALLAS ART SCENE **NEW**

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. From the Design District and Dragon Street to Deep Ellum and Fair Park, discover the new and notable players in the ever-changing Dallas art world.

Gail Sachson, M.F.A.
1 SA, 1–3:30 P.M. 11/15 \$59 (\$49)

MAD ABOUT MID-CENTURY MODERN: DALLAS ARCHITECTURE FROM 1930–1960 **NEW**

If houses reflect the times in which they were designed, mid-century modern is the architecture of ideas. Created by those who believed that design could be a vehicle for social change to create a better society, modernism was introduced to Dallas by a group of forward-looking architects, who paved the way for new architectural forms that changed the city's landscape. Explore how Dallas architects merged modernist design principles with regional materials and local building traditions to create new and distinguished architecture specifically suited to Dallas.

Jann Mackey, Ph.D.
1 T, 7–8:30 P.M. 9/23 \$49 (\$39)

>> ENROLL EARLY AND SAVE

Register two or more weeks in advance and receive an early registration discount, available on all Informal Courses for Adults and listed beside the regular course fee in parentheses ().

smu.edu/informal

STUDIO ART

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

BEGINNING CALLIGRAPHY: THE ART OF HANDLETTERING

This course is for those interested in learning the fine lettering techniques of calligraphy as a hobby or professional specialty. Six lessons teach alphabets in five lettering styles: gothic, uncial, round hand, italic, and old English.

Susie-Melissa Cherry

Section A: 6 M, 6–7:30 P.M. 9/8–10/13 \$125 (\$115)

Section B: 6 W, 6–7:30 P.M. 9/10–10/15 \$125 (\$115)

CALLIGRAPHY: INTERMEDIATE HANDLETTERING

If you can letter words in all five styles without tracing, you're ready for this course. Learn basic layouts and work with different grids, notepad layouts. Letter quotes or sayings, write basic invitations, envelopes, and certificates.

Prerequisite: *The Art of Hand Lettering* or equivalent.

Susie-Melissa Cherry

6 M, 6–7:30 P.M. 10/20–11/24 \$125 (\$115)

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.

3 SA, 12:30–4:30 P.M. 9/20–10/4 \$175 (\$165)

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. 9/8–10/13 \$209 (\$199)

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.

6 M, 7–9:30 P.M. 10/20–11/24 \$249 (\$239)

OIL PAINTING FOR BEGINNERS

Open to students with little or no experience, this course introduces the fundamentals of oil painting through a series of illustrated lectures and class projects. You will investigate materials, techniques, and methods unique to oil painting, and explore art elements and principles. You will receive careful individual guidance in an informal environment.

Suzanne Kelley Clark, M.F.A.

6 W, 6:30–9:30 P.M. 9/24–10/29 \$209 (\$199)

PAINTING DALLAS LANDSCAPES: ALL MEDIA

This class will allow students to work from nature in various locations around Dallas (weather permitting). Students investigate issues encountered in the practice of landscape and plein air painting and strategies to successfully complete paintings on-site. Each class will include discussion of formal and technical issues and opportunities for students to work directly from outdoor subjects. **Prerequisite:** *All Media Painting (from Nature)* or prior experience in drawing and painting.

Suzanne Kelley Clark, M.F.A.

8 SA, 9:30 A.M.–12:30 P.M. 10/4–11/22 \$249 (\$239)



Landscape painting class at Turtle Creek with Suzanne Kelley Clark, M.F.A. (left)

The amount listed in parentheses represents the early registration discount price.

STUDIO ART

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

EXPLORING MEDIA: ACRYLIC

NEW

Learn about the rich medium of acrylic paint. Through classroom projects and exercises, you will learn about color mixing and paint handling and leave with a series of completed paintings. Each project is structured in such a way that novice students will feel comfortable, while experienced painters will find room for creativity and expansion of their skills.

Anna Membrino, M.F.A.

4 W, 6:30–9 P.M. 9/24–10/15 \$175 (\$165)

COLOR THEORY FOR PAINTING

NEW

Learn the basics of color theory using the medium of your choice. Slide lectures and in-class exercises will help you explore color mixing, color relationships, and how to use them to create stronger, more expressive paintings.

Suzanne Kelley Clark, M.F.A.

6 W, 6:30–9:30 P.M. 11/5–12/17, skip 11/26 \$209 (\$199)

ALLA PRIMA FIGURE PAINTING

Alla prima, "at once" in Italian, is a technique in which a painting is begun and finished in one session. Learn the *alla prima* technique and how to use oil paints and brushes correctly. Become familiar with the proportion and structure of the human form, value range, accurate color and proper composition with lighting. This course is open to beginners as well as those with figure drawing experience.

Nathan Madrid, M.F.A.

6 TH, 6:30–9:30 P.M. 9/18–10/23 \$235 (\$225)

PRINTMAKING 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.

8 W, 7–9:30 P.M. 9/10–10/29 \$295 (\$285)

CERAMICS

In this course, beginning and intermediate students work on individual projects that range from hand building to throwing on a wheel. Using high-fire clay (fired to 2300 degrees), students will explore a range of techniques, glazes, and surface treatments.

Michael Obranovich, M.F.A.

10 T, 6:30–9:30 P.M. 9/9–11/11 \$309 (\$299)

SCULPTURE: BRONZE CASTING, LOST-WAX METHOD

Students begin by creating an original wax sculpture and then see the piece through the entire lost-wax procedure to the finished bronze sculpture. Illustrated lectures, demonstrations, and individual assistance guide students through each step of the process.

Deborah Ballard, M.F.A.

8 W, 6:30–9 P.M. 10/1–11/19 \$324 (\$314)

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. The required supply fee is \$35 and payable to the instructor on the first day of class (cash only).

Emely Galiana Tascon

2 M, 2 W, 6:30–8:30 P.M. 10/20–10/29 \$125 (\$115)



Release Your Inner Artist

with **IGNITE YOUR CREATIVITY:
THE ARTIST'S WAY.**

Course begins September 9,
see page 24 for details.



“
SMU has impressive teachers and facilities in the arts, I have enjoyed the classes and look forward to taking more of them.

CAPE ART STUDENT
”

PHOTOGRAPHY

DISCOVER THE SECRETS OF GREAT PHOTOGRAPHY

Learn how to use your digital camera to capture the world around you in powerful, stunning photographs. Hands-on activities, illustrated lectures, discussions, demonstrations and field trips offer opportunities to explore the creative controls on your camera and to explore new tools to refine your skills. Students should read your manual and understand your camera's controls prior to the first class.

Rob Hull

5 W, 6:30–9:30 P.M. 10/1–10/29 and
1 SA, 8–10 A.M. 10/25

\$199 (\$189)

Course meets at SMU-in-Plano

POINT, SHOOT, WOW!: TIPS AND TECHNIQUES FOR GREAT DIGITAL PHOTOGRAPHY

Make your friends and family jealous when you produce photos that make everyone go WOW! You don't need fancy cameras or expensive digital editing software to create wonderful images that you'd be proud to share. Beginning or amateur photographers will learn point-and-shoot techniques to add a professional quality to your photographs.

Rob Hull

1 W, 6:30–9:30 P.M. 11/5

\$69 (\$59)

Course meets at SMU-in-Plano

ADOBE PHOTOSHOP FOR PHOTOGRAPHERS

Gain a solid foundation of the fundamentals of Adobe Photoshop CS6, the industry standard for digital image editing. You will learn how to edit various aspects of images and to create composite images using Photoshop and will understand how the editing process fits into the workflow. Bring your own laptop, with Photoshop CS6 installed.

Rob Hull

4 TH, 6:30–9:30 P.M. 10/30–11/20

\$175 (\$165)

Course meets at SMU-in-Plano



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.

Section A: 8 SA, 10–11 A.M. 9/6–10/25

\$225 (\$215)

Faron Vasson

Section B: 8 M, 4:30–5:30 P.M. 9/15–11/3

\$225 (\$215)

BEGINNING PIANO, LEVEL II

Expand the skills you learned in 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.

8 SA, 11:15 A.M.–12:15 P.M. 9/6–10/25

\$225 (\$215)

INTERMEDIATE PIANO, LEVEL I

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

Prerequisite: All three levels of *Beginning Piano* and basic knowledge of reading music and keyboard.

Kevin Gunter, M.M.

14 T, 3:45–4:45 P.M. 9/2–12/2

\$375 (\$365)

PIANO, REPERTOIRE MASTERCLASS

Practicing increasingly difficult repertoires, students will improve technique, sight-reading and performance, and learn additional music theory skills. Designed for educated beginners and intermediates, this course will explore harmonization and improvisation while encompassing styles from classical to jazz to popular. Students should have a basic knowledge in note reading, rhythm and theory.

Kevin Gunter, M.M.

14 T, 6–7 P.M. 9/2–12/2

\$375 (\$365)



PHOTOGRAPHY WORKSHOPS *are* ALSO OFFERED
on the MAIN CAMPUS. VISIT SMU.EDU/CAPE for
SCHEDULE *and* DETAILS.

The amount listed in parentheses represents the early registration discount price.

LANGUAGES

Chinese

CHINESE FOR BEGINNERS, PART I

Designed for business and travel, this course introduces Chinese language and culture. Students will become familiar with pronunciation rules, pinyin (phonetic characters), and vocabulary. Join us to learn and practice popular greetings and introductions, names and places, numbers and dates, and vocabulary for shopping and eating.

Hua Yang, Ph.D.

6 M, 7–9 P.M. 9/8–10/13 \$149 (\$139)

CHINESE FOR BEGINNERS, PART II

Expand your knowledge of Chinese language with a focus on written characters and exploration of the development of the Chinese writing system. This course will include discussions to increase your vocabulary and conversation skills and will teach you to read and write 100 frequently-used characters. **Prerequisite:** Basic knowledge of Chinese or *Chinese for Beginners, Part I*

Hua Yang, Ph.D.

6 M, 7–9 P.M. 10/27–12/1 \$149 (\$139)

French

QUICK START FRENCH FOR BEGINNERS

This all-in-one version of *French for Beginners* takes you through both semesters in an intensive, one-term course. A perfect introduction to French for students with little or no knowledge of the language, this course covers basic vocabulary and grammar and provides the speaking, listening, reading, and writing skills necessary to build a foundation for communication and comprehension. Along the way, learn about French customs and cultural insights.

Yohanis Mibrathu, M.A.

14 W, 6–8 P.M. 9/3–12/10, skip 11//26 \$249 (\$239)



TRY OUR CULTURAL STUDIES COURSES

Exploring Culture: Latino Language and Traditions

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How Paris Became Paris

PAGE 22

Chinese Myths and Legends

PAGE 22

Italian

ITALIAN FOR BEGINNERS, PART 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.

Section A: 10 M, 7:30–9 P.M.

8/25–11/10, skip 9/1, 10/13 \$179 (\$169)

Section B: 10 W, 6–7:30 P.M. 8/27–10/29 \$179 (\$169)

ITALIAN FOR BEGINNERS, PART II

Expand your language skills and develop greater understanding of Italian grammar and vocabulary. In this class you will build your conversational skills and will become familiar with Italian phrases to help you feel at home on your next trip to *bella Italia* (or the local trattoria!). **Prerequisite:** Basic knowledge of Italian or *Italian for Beginners, Part I*

Damiano Bonuomo, M.A.

10 M, 6–7:30 P.M. 8/25–11/10, skip 9/1, 10/13 \$179 (\$169)

ADVANCED ITALIAN GRAMMAR

NEW

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. **Prerequisite:** *Italian for Beginners, Parts I and II*, plus additional competency with intermediate conversation and grammar concepts, or equivalent.

Damiano Bonuomo, M.A.

10 T, 6–7:30 P.M. 8/26–11/4, skip 10/14 \$179 (\$169)

Portuguese

PORTUGUESE FOR BEGINNERS, PART I

Learn basic conversational Portuguese in this immersive course. Join us to learn new words, parts of speech, and tenses and to practice speaking with proper punctuation and comprehension. Imagine yourself in Brazil, and start your journey to speak, read, and write fluently in Portuguese!

Márcia Kuusisto, Ph.D.

4 TH, 7:30–9 P.M. 9/4–9/25

\$119 (\$109)

PORTUGUESE FOR BEGINNERS, PART II

Continue to build your comfort and proficiency in basic conversational Portuguese in this immersive course. Build your understanding of new words, parts of speech, and tenses and to practice speaking with proper punctuation and comprehension. We will focus on business terminology and typical travel conversations.

Márcia Kuusisto, Ph.D.

4 TH, 7:30–9 P.M. 10/2–10/23

\$119 (\$109)

Spanish

SPANISH FOR BEGINNERS, PART I

This introduction to Spanish is for students with little or no knowledge of the language. Essential vocabulary and grammar will be presented, along with customs and cultural insights. The focus is on the development of basic speaking, listening, reading, and writing skills necessary for communication and comprehension.

Alba Carvajal, M.A.

Section A: 12 W, 6–7:30 P.M. 9/3–11/19 \$189 (\$179)

Lucille Herrera, M.A.

Section B: 12 M, 7:30–9 P.M. 9/8–11/24 \$189 (\$179)

SPANISH FOR BEGINNERS, PART II

This follow-up to *Spanish for Beginners, Part I*, continues building language skills and understanding of grammatical structures. **Prerequisite:** Basic knowledge of Spanish or *Spanish for Beginners, Part I*.

Alba Carvajal, M.A.

12 W, 7:30–9 P.M. 9/3–11/19 \$189 (\$179)

SPANISH FOR BEGINNERS, PART III

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. **Prerequisite:** *Spanish for Beginners, Part II* or previous Spanish study.

Alba Carvajal, M.A.

12 T, 6–7:30 P.M. 9/9–11/25 \$189 (\$179)

CHARLAR Y CONVERSAR:

SPANISH CONVERSATION, PART I

Practice and expand your language skills through guided discussions and conversations. This course will help you to expand your vocabulary and familiarity with idiomatic expressions. **Prerequisite:** Previous Spanish study or permission of instructor.

Luz Maria Duqué, M.A.

6 M, 7–8:30 P.M. 9/8–10/13 \$109 (\$99)

CHARLAR Y CONVERSAR:

SPANISH CONVERSATION, PART 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. **Prerequisite:** *Charlar y Conversar, Part I* or previous Spanish study.

Luz Maria Duqué, M.A.

6 M, 7–8:30 P.M. 10/20–12/1, skip 11/24 \$109 (\$99)

SPANISH: WALKING THROUGH THE TENSES

Through review and practice, learn Spanish verb tenses and moods, how they are formed and when they are used. Perfect as a review of previously learned verb concepts.

Prerequisite: First-year Spanish or basic understanding of the language.

Lucille Herrera, M.A.

10 M, 6–7:30 P.M. 9/8–11/10 \$169 (\$179)

CUENTOS DE LATIN AMÉRICA: CONTEMPORARY SHORT STORIES

Discover Spanish literature through a variety of contemporary Latin American stories, featuring a diversity of literary trends, styles, and authors. Join us for discussions, conducted in Spanish, to expand your comprehension and improve your conversation skills.

Rosa Jara-Simmons, Ph.D.

10 M, 6–7:30 P.M. 9/8–11/10 \$179 (\$169)

EXPLORING CULTURE:

LATINO LANGUAGE AND TRADITIONS

This course introduces the traditions, perspectives, practices, and products of Latino culture and allows students to make comparisons with their own. We will analyze the variety of the “Latino universe,” including customs, cuisine, manners, music, and traditions. Deeper understanding of Latino culture will promote more effective communication strategies and a greater grasp of Spanish language. This course is rooted in the philosophy that “The more one knows about the other language and culture, the greater the chances of creating the appropriate cultural interpretation of a written or spoken text.” Join us to explore the richness of Latino culture and to improve your Spanish language skills.

Luz Maria Duqué, M.A.

6 W, 7–9 P.M. 9/17–10/22 \$109 (\$99)



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

WORLD WAR II: THE COUNTDOWN TO D-DAY **NEW**

Take a trip back to learn about the events leading up to June 6, 1944 – D-Day. After the Allied forces established a beachhead at Normandy, France on that June morning more than 70 years ago, even the top German generals knew that the war was lost. These lively illustrated lectures will describe the events, people, and preparations for the most longed-for and largest invasion in history.

Martha Anne Fielder, Ph.D.

5 T, 7:30–9 P.M. 9/9–10/7

\$129 (\$119)

WORLD WAR II: D-DAY TO VICTORY IN EUROPE **NEW**

D-Day was just the beginning of the campaign to take back Hitler's "Fortress Europa." Trace the path of the Allied forces from Patton's breakout in Normandy after D-Day to the problems with the hedgerows; the Battle of the Bulge through the winter of 1944–45; Operation Valkyrie, the most serious attempt to assassinate Hitler; the Russians' capture of Berlin; and more. Engaging illustrated lectures will take you back to the tragedies and triumphs of the final campaigns of the war.

Martha Anne Fielder, Ph.D.

5 T, 7:30–9 P.M. 10/14–11/25,
skip 10/21, 11/11

\$129 (\$119)

TO MARRY AN ENGLISH LORD: THE AMERICAN HEIRESSSES WHO MARRIED INTO BRITAIN'S ARISTOCRACY **NEW**

After the American Civil War, more than one hundred American heiresses crossed the Atlantic to find husbands among the English nobility, trading dollars for titles. As in the television series *Downton Abbey*, these partnerships often saved palaces and castles, enabling the introduction of modern facilities and turned these country houses into magnificent repositories of paintings, sculpture, and decorative arts. The class will focus on the three most renowned American heiresses. Their stories are stories of riches and intrigue, but they also provide poignant insight into the social changes that transformed British society into the 20th century.

Jann Mackey, Ph.D.

1 W, 7–8:30 P.M. 10/22

\$49 (\$39)

THE ROOSEVELT COUSINS: HOW THEODORE AND FRANKLIN SHAPED THE AMERICAN PRESIDENCY **NEW**

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, not to mention the role of Eleanor Roosevelt (Theodore's wife and First Lady to Franklin).

Jody Potts, Ph.D.

4 W, 6:30–8 P.M. 10/29–11/19

\$109 (\$99)

HOW PARIS BECAME PARIS: THE DEVELOPMENT OF THE MODERN CITY WE KNOW TODAY **NEW**

Paris continues to be the most visited city in the world. This iconic metropolis fascinates everyone from first-time visitors to regulars and begs the question – how did Paris become Paris? The modernization of the city that took place during the nineteenth century actually began two centuries earlier with the efforts of kings as Henry IV and Louis XIV. With the new book *How Paris Became Paris: The Invention of the Modern City* as our guide, we will explore the various facets of the seventeenth century remaking of the city through illustrated lecture and lively discussion. You will gain a whole new understanding of Paris and plenty of travel ideas for your next trip to the French capital.

Elizabeth New Seitz, Ph.D.

2 T, 7–9 P.M. 10/28–11/4

\$99 (\$89)

50 MORE NEW REASONS TO LOVE DALLAS **NEW**

Dallas bills itself as a "smart and connected" city. Plug in to all that our city has to offer with cultural guru Gail Sachson as your guide. Learn about the city's newest cultural hot spots and emerging artistic leaders. Explore what's on the horizon for Dallas' ever-changing landscape of new and notable sites, sounds, and scenes.

Gail Sachson, M.F.A.

1 SA, 1–2:30 P.M. 10/11

\$49 (\$39)

CHINESE LEGENDS AND MYTHS **NEW**

One way to truly understand another culture's values is through its legends. Passed on from person-to-person, generation to generation, legends carry important meaning and symbolism for the culture in which it originates. In this engaging course, you will broaden your perspectives by studying 11 of the most famous Chinese myths and legends and comparing them with Western ones in order to understand the core values that are important in Chinese society today.

Hua Yang, Ph.D.

6 W, 7–9 P.M. 10/1–11/5

\$179 (\$169)

SPACE IS LIMITED.
REGISTER ONLINE TODAY!

LITERATURE AND FILM

THE AMBIGUITY OF ATTACHMENT: A PSYCHOANALYTIC APPROACH TO WORLD LITERATURE

NEW

Three authors from three different countries – Russia, France, and Chile – puzzle over the twists and turns attachments can take. Delve into the problem of attachment through the lens of contemporary psychoanalytic theory as we read Dostoyevsky's *The Idiot*, Balzac's *Colonel Chabert*, and Bolano's *The Savage Detectives*. Attachments can be life-saving, life-preserving, and life-defining. The sparks of genuine love may endure – but how well, and for how long? These essential themes are just as relevant today as in these authors' times.

David Hershey, M.D.

7 M, 7:30–9 P.M. 10/6–11/17

\$209 (\$199)

IS *MOBY DICK* THE GREATEST AMERICAN NOVEL? **NEW**

Explore this “whale of a book” that is certainly one of the greatest American novels. Written in 1851, Herman Melville's masterpiece remains essential reading for anyone interested in American literature, history, and culture. Though it is literally a novel about whaling and the inevitable tragedy of Captain Ahab's hubris, it is really a great morality play, with good and evil warring throughout. Critic and poet Yvor Winters defines it as an epic poem, equal in greatness to John Milton's *Paradise Lost*. Regardless of how we define it, it is filled with poetic language, humor, symbolism, theological contemplation, and encyclopedic details.

James Greene

6 T, 7–9 P.M. 10/7–11/11

\$179 (\$169)

SHAKESPEARE: THE GREAT PLAYS – *THE TEMPEST*

NEW

The Tempest is Shakespeare's last completed play and often considered his “farewell to the stage.” We will explore classic themes of vengeance, retribution, forgiveness, and reconciliation, as well as the plot of love and marriage. Towering over all is the character of Prospero, the prodigious magician. Please read Act I by the first day of class.

Thomas Arp, Ph.D.

5 SA, 10 A.M.–12 P.M. 9/6–10/4

\$149 (\$139)

Course meets at The Edgemere Retirement Community

THE GOLDEN AGE OF HOLLYWOOD COMEDY, 1914–1940

NEW

Find out about the foundations of Hollywood screen comedy in this engaging trip through film history. First, we will focus on the great age of silent slapstick, the 1910s and 20s. Charlie Chaplin, Buster Keaton, Harold Lloyd, and Laurel & Hardy were known for their meticulous invention and control of comedy in film. In the second half of the course, we will survey the early sound era and the sparkling verbal wit (and some slapstick) of screwball comedy, featuring two studio-era classics of the romantic comedy form, *Bringing Up Baby* (1938) and *Sullivan's Travels* (1941).

Rick Worland, Ph.D.

5 W, 6:30–9:30 P.M. 10/1–10/29

\$185 (\$175)

SCREENWRITING I WORKSHOP

Pursue the dream of your words on the golden screen with Billy Wilder protégé Rex McGee. Learn structure, dialogue and how to develop your own story ideas into feature film scripts. (Formerly Screenwriting)

Rex McGee

6 TH, 7–9:30 P.M. 9/11–10/16

\$299 (\$289)

Course meets at SMU-in-Plano



Rex McGee
CAPE instructor,
screenwriter
and journalist

The amount listed in parentheses represents the early registration discount price.

PERSONAL DEVELOPMENT

ALL IN! STAY ENERGIZED AND MOTIVATED AT WORK

NEW

Using practical exercises, discussions, and materials, you will investigate ways to bring an entrepreneurial spirit to your work. This hands-on course will include activities to help you discover your core values, motivations and strengths and how to best utilize them in your professional life. Join us to discover how you can maximize your contributions, prioritize and communicate your needs, and learn to effectively advocate for personal growth at work.

Elise Perea, M.Ed.

6 W, 6:30–8:30 P.M. 10/29–12/10, skip 11/26 \$179 (\$169)

RE-CAREERING FOR MID-LIFE: PLANNING WHAT'S NEXT

Whether changing careers or redefining "retirement," it's essential to map out career options before they are needed. Using the books, *Don't Stop the Career Clock* and *Career Chase*, you will learn to take charge of your career by discovering your own personal "brand." Through the Career Design Profile™, identify and pursue target positions and hone your unique purpose to pursue with passion! All materials provided, including a complimentary Myers-Briggs (MBTI)-type indicator personality workshop and analysis.

Helen Harkness, Ph.D.

2 SA, 9 A.M.–1 P.M. 10/18–10/25 \$199 (\$189)

IGNITE YOUR CREATIVITY: THE ARTIST'S WAY

Using Julia Cameron's seminal book as our guide, we will explore "The Artist's Way." Students will learn a variety of highly effective skills designed to ignite passion, capture new ideas and to embrace a more creative life. Join us to learn to release your inner artist and to explore your inspirations.

Rex McGee

6 T, 7–9:30 P.M. 9/9–10/14 \$209 (\$199)

Course meets at SMU-in-Plano



WANT TO DIVE DEEPER? Take a look at the **BUSINESS COMMUNICATION COURSES** on page 10.

NETWORKING: CREATING CONNECTIONS THROUGH "CONVERSATIONS WITH PURPOSE"

Designed for business professionals, job seekers, leaders, and for anyone who would like to improve your ability to connect with others, this course will explore ways to best connect people and resources through purposeful conversations. Using practical exercises, discussions, and materials, we will investigate ways to reduce your fear of "networking" and recognize your organic connections that already exist. You will gain the tools to effectively articulate your story and the value of your personal brand.

Elise Perea, M.Ed.

6 TH, 6:30–8:30 P.M. 9/11–10/16 \$179 (\$169)

COMMUNICATING TO CREATE REWARDING AND SUCCESSFUL RELATIONSHIPS

NEW

Often we are unaware of how others perceive our communication and that there are different ways to relate to other people. What is your communication style? Learn to analyze your relationship with yourself and with others, how your past relationships affect your present ones, and how to have the meaningful and rewarding connections that you want in life. This course is for anyone who wants to have greater success in their professional and personal relationships, including effective conflict resolution skills.

Denette Mann, M.Ed.

6 M, 7–8:30 P.M. 10/6–11/10 \$179 (\$169)

RESTORATIVE MEDITATION

NEW

Gain the health benefits of practicing self-compassion exercises focusing on meditation. This course will explore meditation practices to activate the body's calming response system and effectively manage stress and anxiety, and students will learn simple techniques to calm down and make better decisions. Using research as our guide, we will gain knowledge and skills to become more self-compassionate and to replace negative thoughts with motivating encouragement from within.

Denette Mann, M.Ed.

1 SA, 9 A.M.–12 P.M. 9/13 \$59 (\$49)

TRADITIONAL CHINESE MEDICINE WORKSHOP: PRACTICAL TIPS FOR THRIVING HEALTH IN COLD & FLU SEASON

NEW

For thousands of years, traditional chinese medicine and acupuncture have been used to optimize health and vitality. Using a variety of tools and techniques from chinese medicine, including basic acupressure, we will find out how to stay healthy during cold and flu season and how to improve immune system health. With practical tips from traditional practice and insights from recent research, you will learn lifestyle tips to make good choices and promote wellness.

M. Robin McLennan, M.S.

1 M, 6:30–8:30 P.M. 11/10 \$49 (\$39)

PERSONAL FINANCE

FINANCIAL INSIGHT: THE PATHWAY TO INVESTMENT SUCCESS

NEW

Would you like to learn how to invest your own money? In this accessible and engaging class, learn to organize your investment portfolio like a financial planner, and select your investments like a financial analyst. Discuss ways to personalize your portfolio, matching it to your goals and risk tolerance. Learn investment techniques utilized by market masters like Warren Buffett and William O'Neil. Topics will include markets and the economy, as well as stocks, bonds, and exchange traded funds.

C.J. Brott, CFP®

6 W, 7–8:30 P.M. 9/17–10/22

\$179 (\$169)

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®

Section A: 3 T, 6–9 P.M. 9/23–10/7

\$149 (\$139)

Section B: 3 TH, 6–9 P.M. 10/9–10/23

\$149 (\$139)

Section B meets at SMU-in-Plano

AVOIDING THE BIG MISTAKE: THE IMPORTANCE OF HAVING AN 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." This class will explain why all successful investors have an investment plan and will show you how to create one. This class will make you feel confident you are making educated financial decisions.

Bradley Wilson, CFP®

4 M, 6:30–8:30 P.M. 9/8–9/29

\$149 (\$139)

ADVANCED INVESTMENT STRATEGIES FOR REDUCING RISK

NEW

Take your knowledge of personal investing to the next level. In this advanced class, designed for those who have completed *Avoiding the Big Mistake: The Importance of Investment Planning* or who have some previous investing knowledge, you will learn a detailed approach to mitigating risks found in stocks and bonds. Gain an understanding of advanced investing concepts and more complex products such as annuities, options, and market linked structures through an objective discussion of their features and potential benefits and drawbacks. Discussions will include real-life scenarios to help you understand how you can mindfully manage risk in your own financial life.

Bradley Wilson, CFP®

4 M, 6:30–8 P.M. 10/6–10/27

\$129 (\$119)



Learn, Discover, Advance, & Grow

The Master of Liberal Studies degree is an adventure in intellectual freedom, unique to graduate level programs of advanced education in America.

Each journey is guided by personal passion and scholarly curiosity. Every individual passage is accompanied by fellow seekers of knowledge who collectively enrich the experience.



The amount listed in parentheses represents the early registration discount price.

MORE SMU PROGRAMS FOR ADULT LEARNERS

Cox School of Business

Fully accredited by the prestigious AACSB, Cox embraces SMU's philosophy that learning is a lifelong process by offering several MBA options for working professionals, as well as Master of Science degrees in accounting, entrepreneurship, finance and management. The Professional MBA, designed for those with at least two years of significant work experience, allows students to customize their coursework and career path with a concentration, and is offered in both Dallas and Plano. The Executive MBA attracts students with an average of 15 years of work experience and provides a general management focus delivered on alternating Fridays and Saturdays over 21 months on the main campus. Cox Executive Education also offers several graduate certificate programs and professional development courses throughout the year, as well as customized training to companies.

cox.smu.edu

Dedman College of Humanities and Sciences

Based in historic Dallas Hall, Dedman College is the heart of SMU and home to the humanities, social sciences, and natural and mathematical sciences – disciplines fundamental to the traditions of higher education. Dedman offers 32 graduate programs, 19 leading to a Master's degree and 13 to a Ph.D. degree, some of which schedule classes accessible to working professionals. Dedman College faculty, students and alumni are known for their intellectual curiosity, leadership, originality and for their commitment to making a real difference.

smu.edu/dedman

Dedman School of Law

Ranked among the premier schools in the U.S., Dedman School of Law offers a part-time evening program for those with full-time careers or other responsibilities seeking a J.D. degree with the same intellectual rigor as the full-time program. Students in the part-time program take the same required courses as full-time students, and courses are taught by the same distinguished faculty. The curriculum is designed so that evening students can earn a law degree in four years, with flexibility to tailor an individual course of study. Graduates can apply their degrees toward a career in law, as well as leadership in other professions.

law.smu.edu

Lyle School of Engineering

Lyle's Graduate Certificate Programs enable students to make a short-term commitment to a specialized area of study to enhance their professional career or continue beyond the certificate to pursue a Master's degree, applicable to real-world problems and innovative solutions. A weekend format as well as on-campus, on-location, and distance education offerings provide learning flexibility and allow students, including military personnel, to earn a certificate or degree from anywhere in the world. Led by industry-savvy instructors, certificates are available in 30 areas including Computer Science/Software; Engineering Management, Information and Systems; Environmental, Civil, and Mechanical Engineering.

smu.edu/lyle

Meadows School of the Arts

SMU Meadows School of the Arts offers 11 areas of study within the visual, performing and communication arts. Outstanding conservatory training with a solid, interdisciplinary liberal arts curriculum is designed to bring out the potential in students and prepare them for the marketplace. It also offers a number of graduate programs and hosts many free arts-related performances, exhibitions, and lectures throughout the academic year. The Meadows Museum at SMU houses one of the most comprehensive collections of Spanish art outside of Spain and offers gallery talks, among other special educational programs.

smu.edu/meadows

Perkins School of Theology

In addition to its degree programs, Perkins School of Theology offers various other programs of study, formal and informal. Some (for example, in music and Christian education) lead to certification, while others are simply opportunities for continuing education. In addition to Ministers Week and Perkins Theological School for the Laity, the Perkins program of continuing education offers a variety of programs for clergy, laity and church professionals including the Perkins School of Youth Ministry and Children's Ministry; United Methodist certification programs in Youth Ministry, Christian Education and Church Music; and traveling Lay Schools of Theology in locations including Amarillo, Houston, and Anchorage.

smu.edu/perkins

Simmons School of Education and Human Development

The Master of Liberal Studies (MLS) is an adventure for the intellectually curious who want to explore all aspects of the human experience while enhancing their critical thinking and leadership skills. Students have the opportunity to study what they are most passionate about and are able to self-design their degree with concentrations in areas such as Organizational Dynamics, Communications, Media and Technology, Human Rights and Social Justice, Creative Writing and more. Students can attend on a part-time or full-time basis, and take advantage of a tuition rate that is significantly reduced. Most courses are offered on the main campus, with some also available on the Plano and Taos campuses.

smu.edu/mls

The Department of Dispute Resolution and Counseling resides on the Plano campus and offers a Masters of Arts degree in Dispute Resolution and a Master of Science degree in counseling. Both programs share a focus on the resolution of problems, whether by professional mediators or licensed therapists, and are tailored to accommodate the adult learner. New terms start every ten weeks and most classes are offered in the evenings, on weekends and occasionally as week-long formats, including unique opportunities for international travel. The department also offers graduate certificate programs and noncredit executive education seminars.

smu.edu/resolution

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:

- ✦ Social media and e-marketing
- ✦ Professional writing
- ✦ Public speaking and presentation skills
- ✦ Negotiation and conflict resolution
- ✦ Spanish, Portuguese, or Chinese for the workplace
- ✦ Organizational behavior and team dynamics
- ✦ Change and stakeholder management



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



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. MC/Visa/Discover/Diners Club are accepted. Sorry, we do not accept 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, 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 text books 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

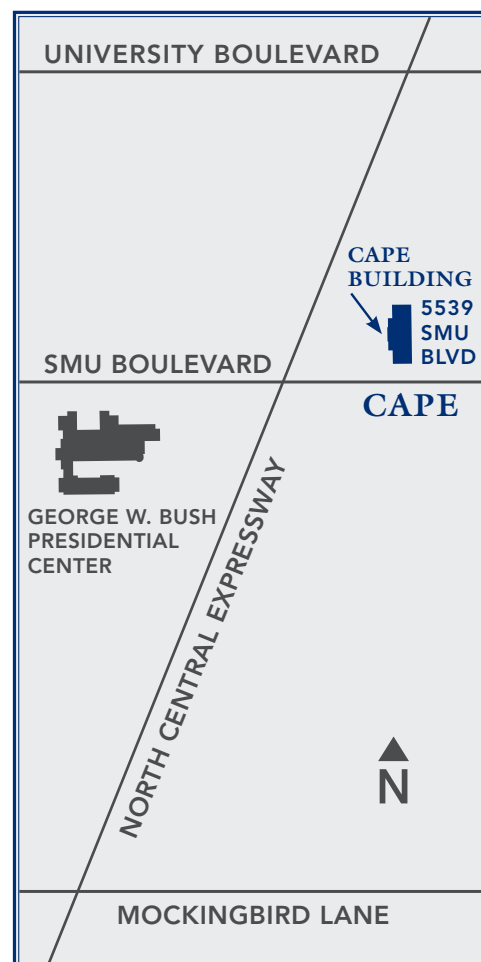
- Current or retired SMU staff and faculty, current SMU students and all SMU graduates are eligible for discounts on many CAPE courses. Discounts vary depending on program. For more information, please review policies for your specific program of interest.
- CAPE offers special rates for groups of 10 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.



COULD YOU BE THE NEXT FACE OF CAPE?

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 connect with and serve the University, 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



THE MISSION OF CAPE is to provide education and training to enhance careers and transform lives and organizations.

SMU CAPE engages our community through educational opportunities that offer quality, convenience, affordability and flexibility. Our unique, interdisciplinary course content serves as a gateway to higher education, allowing students to continue and guide their own learning.

CAPE



**FALL 2014
REGISTRATION
OPENS
TUESDAY,
AUGUST 5.**

**REGISTER ONLINE *at*
SMU.EDU/CAPE
or CALL 214.768.2273**



**REGISTER ONLINE STARTING AUGUST 5
FOR THESE AND OTHER FALL 2014 COURSES**



- 8/16 Certificate Program in Paralegal Studies Begins at SMU-in-Plano
- 8/25 Italian for Beginners
- 8/26 LSAT Exam Preparation Course
- 9/2 Intermediate Piano
- 9/3 Beginning Digital Photography
- 9/8 Planning Your Business Blog **NEW**
- 9/9 World War II: Countdown to D-Day **NEW**
- 9/15 Certificate Program in Financial Planning Begins
- 9/19 Nonprofit Leadership Program Certificate Begins
- 9/22 Certificate Program in Web Design Begins
- 9/23 Certificate Program in Graphic Design Begins
- 10/3 Business and Professional Communication **NEW**
- 10/4 SAT Exam Preparation Course at SMU-in-Plano
- 10/6 Advanced Investment Strategies for Reducing Risk **NEW**
- 10/11 Fifty More New Reasons to Love Dallas
- 10/28 Fantastic Fundraising Events **NEW**
- 10/29 The Roosevelt Cousins **NEW**
- 11/3-7 Certificate Program in Project Management **NEW**

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