



SMU | CONTINUING AND  
PROFESSIONAL EDUCATION



fall 2015

## MY CAPE STORY



Look *for* these learning opportunities inside:

DIGITAL MARKETING CERTIFICATE **NEW**  
USER EXPERIENCE DESIGN CERTIFICATE **NEW**  
BOSS BOOT CAMP **NEW**  
PROFESSIONAL DEVELOPMENT PROGRAMS  
MORE THAN 60 PERSONAL ENRICHMENT COURSES  
TEST PREPARATION COURSES

# CAPE



STARTS  
SEPTEMBER 22  
IN DALLAS

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## DIGITAL MARKETING CERTIFICATE **NEW**

Gain a competitive edge with the new SMU Digital Marketing Certificate. Learn from experts in each area of digital marketing, from overall strategy to SEO and mobile marketing. Convenient evening classes allow you to finish this fast, flexible program in as little as six months. [smu.edu/digitalmarketing](http://smu.edu/digitalmarketing)

## BOSS BOOT CAMP **NEW**

Whether you're a brand new manager or a more experienced supervisor, you will gain the skills you need for success in the eight-week SMU Boss Boot Camp. [smu.edu/supervision](http://smu.edu/supervision)



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Starts October 16 in Plano

**NEW**

## USER EXPERIENCE DESIGN CERTIFICATE

Master the skills you need for success in this fast-growing career. You'll practice the essential skills of User Experience Design (UX), guided by leaders in the field while you work on a project in hands-on workshops.

[smu.edu/ux](http://smu.edu/ux)



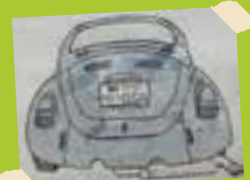
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Starts September 25 in Dallas

## PERSONAL ENRICHMENT COURSES

Explore subjects that excite and intrigue you, taught by instructors who are as enthusiastic about what they teach as you are to learn. With more than 20 new courses, you can dive deeper into your favorite subject, or try something entirely new!

[smu.edu/informal](http://smu.edu/informal)



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# WRITE YOUR OWN STORY

What is your CAPE story? Maybe it is well underway, with multiple chapters or maybe it is a story waiting to be told.

With professional courses and certificates, standardized test preparation, summer youth programs, and a wide array of personal enrichment courses, SMU CAPE can help you write your own learning adventure.

New this fall: Digital Marketing and User Experience Design Certificates, plus hands-on data analytics courses to ensure you're prepared for the needs of today's employers. Or choose one of our many professional certificate programs, offered either in-person or online.

We're sharing a few CAPE stories in this catalog to provide some inspiration. Now it's time to write your own. Take a course, and then share your story on Facebook, Twitter, Instagram, or LinkedIn with the hashtag #mycapestory.

Your CAPE story begins today, and we can't wait to see where it takes you.

– The SMU CAPE Team



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*The SMU CAPE Team is ready to serve you! Back row (l-r): Christian Smith, Susan McAllister, Terry Teague, Irma Gonzales Skaggs, Barb Dietz. Front row (l-r): Marlon Carbajal, Kimberly Rutigliano, Kate Livingston, Lisa Lombard Kays, Katie Hutton.*





# 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 new 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 practical skills you need to be a successful digital marketer now and in the future. Take classes in any order you wish – you don't need to complete the required courses first – then choose two electives to complete the full certificate program in as little as one semester.



### PROGRAM FAST FACTS

Classes meet weekday evenings, 6–9 p.m.

Next Start Date: September 22, 2015

Tuition: \$2,795

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
- New 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 digital marketing

### REQUIRED COURSES

- Digital Marketing Strategy and Management
- Digital Marketing Analytics

### CHOOSE TWO ELECTIVES

- How to Write Engaging Content and Copy
- Email Marketing:  
Mastering Your Most Powerful Digital Channel
- Search Engine Optimization and Marketing
- Mobile Marketing: Strategies, Tactics, and Tools
- Digital Public Relations
- Developing and Implementing a Social Media Marketing Campaign (Spring 2016)

### 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 at one time and save nearly \$200 over the price if purchased separately!**

MEET *your* INSTRUCTORS at  
[SMU.EDU/DMINSTRUCTORS](http://SMU.EDU/DMINSTRUCTORS) 



#### >> LEARN MORE

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



# DIGITAL MARKETING COURSES

## Digital Marketing Strategy and Management **NEW**

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 area marketing strategist who is also a certified Scrum Master in Agile project management who knows how to actually "get stuff done" (his personal motto).

**Brad McCormick**

6 Tuesday evenings, 6–9 p.m. 9/22–10/27 \$895

## Digital Marketing Analytics **NEW**

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 one-day *Digital Analytics Excel Workshop* on Saturday, December 12, from 9 a.m.–4 p.m.

**Rebecca Visconti**

6 Monday evenings, 6–9 p.m. 10/26–12/7, skip 11/23 \$895

## How to Write Engaging Content and Copy

The ability to write engaging content is one of the most valuable and marketable skill sets. This hands-on and interactive workshop will help you expand upon the writing skills you already have, pursue your love of creativity, and practice your craft – all while building 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, developing your own style; and how to create persuasive and compelling copy that gets results.

**Laura Wooten**

Wednesday evenings and 1 Saturday, 6–9 p.m. 9/23–10/24 \$595

## Email Marketing: Mastering Your Most Powerful Digital Channel **NEW**

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 email vendor evaluations.

**Renee Adams**

4 Wednesday evenings, 6–9 p.m. 10/14–11/4 \$595

## Search Engine Optimization and Marketing

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 – using best practices taught by one of DFW's leading experts.

**Beth Kahlich**

5 Thursday evenings, 6–9 p.m. 10/15–11/19, skip 11/12 \$595

## Mobile Marketing: Strategies, Tactics, and Tools **NEW**

With 75 percent of mobile customers using smart phones, it's not a matter of whether one needs to master mobile marketing but how quickly you can get up to speed. You'll learn to develop an overarching mobile strategy, methodologies for engaging your customer with mobile, branding on mobile, and creating real time digital experiences. Guerilla marketing with mobile, mobile payments, and using mobile marketing analytics will also be covered. While we won't be building apps, you'll leave with an executable mobile strategy and tips from a leader in mobile.

**Abhi Vyas**

4 Wednesday evenings, 6–9 p.m. 11/11–12/9, skip 11/25 \$595

## Digital Public Relations **NEW**

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 Wednesday evenings, 6–9 p.m. 11/18–12/16, skip 11/25 \$595

## Developing and Implementing a Social Media Marketing Campaign **NEW**

Social media is an essential component of any branding, awareness-building, or marketing campaign. Designing and implementing an effective and integrated campaign requires a different mindset and discipline 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 social media with your other marketing channels, measure the success of your social media campaign, and gain insight from analysis of a campaign.

**Lissa Duty**

4 Tuesday evenings, 6–9 p.m. 2/23/16–3/22/16, skip 3/8/16 \$595



## SOCIAL MEDIA AND DIGITAL COMMUNICATION

### CERTIFICATE PROGRAM

"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. Learn to use social media strategically in this engaging certificate program. Expert instructors provide an experience-based view of the latest services and channels and how to use them to meet your business goals. Presented in a cohort format, the three modules will give you the tools you need to create a digital plan with results you can measure.



#### PROGRAM FAST FACTS

Classes meet Friday mornings, 9 a.m.–12 p.m.  
Next Cohort: September 11, 2015–March 4, 2016  
Plano campus  
Tuition: \$3,850  
Student loan options available.

#### KEY BENEFITS

- **LEARN FROM EXPERT INSTRUCTORS**  
Navigate the ever-changing digital landscape with proven strategies and practical tips.
- **PREPARE FOR A CHANGING FIELD**  
Understand the latest social media channels and the most strategic uses for each. Gain techniques to use immediately, plus the foundation to build a strategy for the future.
- **UNDERSTAND ANALYTICS**  
Set performance goals and make the most of analytics tools to demonstrate return on investment.

MEET *your* INSTRUCTORS *at*  
[SMU.EDU/SOCMEDINSTRUCTORS](http://SMU.EDU/SOCMEDINSTRUCTORS) 



#### >> LEARN MORE

Read full course descriptions  
on our website.  
[smu.edu/masteringsocial](http://smu.edu/masteringsocial)

#### WHO SHOULD ATTEND

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

#### REQUIRED COURSES

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

#### 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.  
Enrollments are accepted on an ongoing basis.

*Developed in conjunction with SMU Meadows School of the Arts, Division of Communication Studies*



**Brooks Thomas**  
**Social Media Certificate Program Instructor**

**What types of CAPE courses have you taught and how many?**

I have co-taught in two certificate programs with J.D. Link as part of the Social Media and Digital Communication Certificate Program. That's a total of six classes since November 2014.

**Why did you choose to teach courses at SMU CAPE?**

SMU is my alma mater, and I'm grateful to be on the other end of the knowledge pipeline. Teaching is also a great motivator to keep us fresh. I also sit as an advisor on the Social Business Team at Southwest Airlines, overseeing content strategy across Southwest's social spaces and building social media training across the company.

**What has been your favorite course or session?**

I've enjoyed every session because of the variety of people who walk through the door. I'm interested in teaching (and learning) about all areas of digital and social media.

**SHARE YOUR STORY**  
**#mycapestory**



## SOCIAL MEDIA COURSES

### WordPress for Beginners **NEW**

WordPress is one of the most popular content management systems on the internet, making it easy for anyone to create a highly-functional professional-looking website quickly. Learn how to find and install themes and plugins and how themes work behind the scenes using template tags with PHP. This class will teach new users how to get their websites up and running quickly while understanding the right way to install WordPress and to administer and customize their website. **Note:** This is a beginner class, and no prior knowledge of WordPress is necessary.

**Leslie Wendling**

4 Wednesday evenings, 6–9 p.m. 10/7–10/28 Plano campus \$395

### Share Your Professional Story: Planning Your Business Blog

Blogging can be an extremely effective way to develop and market your business. In this course, you will learn how to develop a strategic approach to your blogging practice, write compelling content, and boost your search engine optimization (SEO). At the end of this intensive course, you will have developed a plan and strategy to successfully add your unique voice to the blogosphere.

**Renee Groskreutz**

3 Fridays, 9 a.m.–3 p.m. 10/2–10/16

\$595



## SOCIAL MEDIA BOOT CAMP

You know that social media is where the world has moved – but the power of this revolution comes from understanding and wisely using the many tools available to you. Learn the skills you really need to master social media in a three-day intensive boot camp. Fast-paced and information-packed, this course will give you tools to use immediately, plus the foundation to build a strategy for the future. By completing this course, you will gain a clear vision of the most effective way to use social media and digital tools to advance your business goals.

**Steve Lee**

Wednesday–Friday, 9 a.m.–5 p.m. 12/9–12/11

Dallas campus | \$2,395





# USER EXPERIENCE DESIGN

## CERTIFICATE PROGRAM

**NEW**

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

One Friday 9 a.m.–4 p.m. and  
weekday evenings 6–9 p.m.

Next Start Date: September 25, 2015

Dallas campus

Tuition: \$2,195

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 at one time and save nearly \$185 over the price if purchased separately!**



### >> LEARN MORE

Read full course descriptions  
on our website.  
[smu.edu/ux](http://smu.edu/ux)

## USER EXPERIENCE DESIGN COURSES

### Introduction to User Experience Workshop **NEW**

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.

J. Schuh

1 Friday intensive workshop, 9 a.m.–4 p.m. 9/25 **\$395**

### User Research and User-Centered Analysis **NEW**

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. 10/6–10/20 **\$595**

### User Experience Design **NEW**

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

4 Tuesday evenings, 6–9 p.m. 10/27–11/17 **\$695**

### Usability Testing **NEW**

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. 12/1–1/5, skip 12/22, 12/29 **\$695**

## CERTIFICATE IN DIGITAL ARTS



Looking to make your mark in the digital arts? In this program, you'll learn essential photography skills for different subjects and situations, master the intricacies of Adobe Photoshop and Illustrator, and build your understanding of color and composition through vector illustration and drawing. Hands-on projects focus on core skills and provide you with experience in traditional and digital media. Class assignments include digital image retouching and compositing; portrait, landscape, and environment photography; vector and traditional illustration; color and composition; art criticism and analysis; editorial and logo illustration; and advanced Photoshop imaging. This course is 100 percent online and instructor-facilitated.

**ONLINE | 6 Months, 360 Hours | \$7,995**

**NEW**





## 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 1, 2015–May 17, 2016

Dallas campus

Tuition: \$3,895

Student loan options available.

#### KEY BENEFITS

##### ■ LEARN FROM EXPERT INSTRUCTORS

Each course is taught by practicing professionals who are experts in their fields.

##### ■ PRACTICE IN THE REAL WORLD

Hone your new skill set as you work on projects between class sessions.

##### ■ 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
- Acrobat
- Illustrator
- InDesign
- Print Graphics with Photoshop
- Graphic Design Certificate 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.

MEET *your* INSTRUCTORS at  
[SMU.EDU/GRAPHICINSTRUCTORS](http://SMU.EDU/GRAPHICINSTRUCTORS) 



#### >> LEARN MORE

Read full course descriptions  
on our website.

[smu.edu/graphicdesign](http://smu.edu/graphicdesign)



## DESIGN COURSES

### Interactive InDesign **NEW**

Take your documents to the next level. Add interactivity to PDFs by learning some advanced features in Adobe InDesign. Buttons, media elements, hyperlinks and bookmarks can be added to documents to make them a powerful interactive experience. Need to make business cards or create a catalog? Data Merge is the tool for you. Don't limit yourself to templates, with InDesign you have complete control over the design of your presentations – you can even create animations using this powerful Adobe software. Learn to combine this knowledge, and more, to produce a dynamic resume that showcases your talents. *This course is designed for people who have completed the Graphic Design Certificate or have some previous knowledge of Adobe InDesign.*

Alyssa Galganov

6 Monday evenings, 6–8 p.m. 10/5–11/9

\$289

### WordPress for Developers **NEW**

This class is designed for those who have some basic familiarity with WordPress and with writing code including some knowledge of HTML, CSS, and a programming language and are looking to take their skill and knowledge base to the next level. This class primarily covers creating a custom theme and a custom plugin. After attending this class, you will know how to install WordPress and run WordPress locally, the Loop/Template Tags building a custom theme, the WordPress database, and an introduction to building a custom plugin.

Leslie Wendling

4 Wednesday evenings, 6–9 p.m. 11/4–12/2, skip 11/25  
Plano campus

\$395

### Graphic Recording and Visual Facilitation: Turning Verbal into Visual

Graphic recorders and visual facilitators translate verbal information into a visual format that is quickly and easily understood and digested through drawing. Great graphic recorders and facilitators don't need to be the best artists. They need to be great listeners and synthesizers of information to be able to quickly and instantly distill a complex concept into a visual. During this course, you will learn the art, science, and business of graphic recording and visual facilitation. If you love design, visual communications, or you just love to draw, explore what it takes to be a part of this exciting and expanding profession.

Mary Stall

4 Wednesday evenings, 6–9 p.m. 10/28–11/18

\$395

SHARE YOUR STORY  
#mycapestory



### Frances Notinger Graphic Design Certificate Program

#### What led you to take professional courses at CAPE?

After my two daughters graduated from college, I decided to improve my skills as a Marketing/Client Relations Manager. The SMU CAPE Graphic Design Certificate was recommended through the Society for Marketing Professional Services. I bought a laptop and Irma Skaggs at CAPE helped me apply for a school loan.

#### What has been your experience taking courses at SMU CAPE?

In June 2014, I found out I had stage two breast cancer. I had to have surgery and six months of chemotherapy. During this time, I reached out to Irma and thought maybe I had missed my chance, but she arranged for a transfer of my loan to February 2015 and continued to check on me throughout my recovery. She has been an angel for me!

#### Have you had a favorite instructor?

So far, my favorite has been J. Schuh. His lectures provide great information and encouragement for students. After my Adobe Illustrator class with J., I was inspired to create a coloring book for children with cancer. I wanted to give back in a way that would inspire others to do more with their talents, and to never give up on their dreams.

#### What courses do you want to take in the future?

Currently I am in remission and will finish my graphic design classes in November. Next, I'm planning to take the Web Design and Social Media Certificates in spring 2016.



## 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 5, 2015–August 29, 2016

Dallas campus

Tuition: \$4,395

Student loan options available.

#### KEY BENEFITS

##### ■ LEARN FROM EXPERT INSTRUCTORS

Each course is taught by practicing professionals who are experts in their fields.

##### ■ PRACTICE IN THE REAL WORLD

Hone your skills as you work on projects between class sessions.

##### ■ BUILD YOUR PORTFOLIO

You can complete the program, while building your portfolio, in about 11 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
- Web Graphics
- JavaScript and jQuery for Designers
- Fundamentals of User Interface and User Experience
- 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 online for course descriptions.

[smu.edu/webdesign](http://smu.edu/webdesign)





## 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: August 24–28, 2015

Dallas campus

Tuition: \$3,495

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.

See  
Page 23  
for  
Details



**NEW**

### PMP® EXAM PREP COURSE

November 9–11



#### >> LEARN MORE

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

[smu.edu/projectmanagement](http://smu.edu/projectmanagement)





## BOSS BOOT CAMP

### SUPERVISION BEST PRACTICES CERTIFICATE

NEW

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, 10 a.m.–4 p.m.

Next Start Date: October 16, 2015

Plano campus

Tuition: \$1,995

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 teams to success.

##### ■ BUILD ON YOUR STRENGTHS

All core courses include self-assessments allowing you to determine where you are and how to get to where you want to be.

##### ■ PRACTICE YOUR NEW SKILLS

All courses are hands-on and interactive, allowing you to review, practice, and master the soft skills in a low-risk 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
- Team Management and Engagement: How to Lead a Collaborative and High-Performing Team
- Comprehensive Communication Skills for Leaders: Verbal and Beyond
- Understanding Finance and Accounting to Make Better Managerial Decisions

#### 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 at one time and save \$385 over the price if purchased separately!**

Bring this course to your team and take advantage of group rates. Contact us at [customtraining@smu.edu](mailto:customtraining@smu.edu).



MEET *your* INSTRUCTORS at  
[SMU.EDU/SUPERVISIONINSTRUCTORS](http://SMU.EDU/SUPERVISIONINSTRUCTORS) 



#### >> LEARN MORE

Free download: *The Five Mistakes Supervisors Make* on our website.  
[smu.edu/supervision](http://smu.edu/supervision)

# SUPERVISION BEST PRACTICES COURSES

**Becoming a Better Boss:  
Essential Skills for Success NEW**

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. Plus, address common intergenerational challenges and ways to overcome them. organization.

Kym Sosolik, M.A.  
2 Fridays, 10 a.m.–4 p.m. 10/16, 10/23 \$595

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

In today's business world, teams, whether they are project- or functionally-based, 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 in our approach to teamwork, and best practices in 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, 10 a.m.–4 p.m. 10/30, 11/6 \$595

**Comprehensive Communication Skills for Leaders:  
Verbal and Beyond NEW**

Up to 90 percent of communication is nonverbal, yet most business communication courses fail to address the topic. 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, 10 a.m.–4 p.m. 11/13, 11/20 \$595

**Understanding Finance and Accounting  
to Make Better Managerial Decisions NEW**

To succeed as a leader, you must have an understanding of what fundamentally drives your business. Familiarity with financial terminology and principles is essential, but you must also know how and when to use financial information to help inform your decisions and reinforce your position. This course will take you beyond the typical "Finance for Non-Financial Managers" class to give you insight into the internal dynamics and politics that always surround financial information in organizations. Taught by a seasoned financial leader, this class will take a practical, real-world approach to budgets and financials.

Bob Boulanger  
2 Fridays, 10 a.m.–4 p.m. 12/4, 12/11 \$595

# BUSINESS COMMUNICATION COURSES

**Leader Language:  
How to Communicate so Others Will Follow**

Have you noticed that the best leaders communicate differently from the rest of us? During this course, you will learn how to strategically select the words that will accomplish your desired outcomes. This course will cover persuasive and compelling language, how to listen like a leader, and the effective use of questioning to influence behavior. This class also includes a self-assessment to identify your strengths and what you want to change.

Julie Chance  
2 day workshop, 10 a.m.–4 p.m. 10/1, 10/2 \$449

**InPowering Teams: Leverage Talents  
for a Competitive Edge NEW**

Learn how to cultivate and maximize your employees' talents to create a cohesive team that is collectively engaged, productive, and high-performing. Gain the tools and strategies to ensure that each person is using his/her individual talents to contribute and collaborate effectively. Using the CoreClarity® program as a guide, you will better understand yourself, your team members, and how to lead groups to realize their fullest potential.

Kimberly Rutigliano, M.B.A.  
4 Friday mornings, 9–11 a.m. 9/11–10/2 \$399



## 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 Monday and Wednesday evenings,  
6–9 p.m.

Next Cohort: October 19, 2015–April 20, 2016

Dallas campus

Tuition: \$5,495

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.

#### PARALEGAL STUDIES

Join more than 300 paralegals  
who have completed this SMU certificate program.



#### 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
- Contract Law
- Survey of Law

Units on career preparation and e-filing 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. Enrollments are accepted on an ongoing basis.

MEET *your* INSTRUCTORS at  
[SMU.EDU/PARALEGALINSTRUCTORS](http://SMU.EDU/PARALEGALINSTRUCTORS) 



#### >> LEARN MORE

Register for an online information session and read course descriptions on our website.

[smu.edu/paralegal](http://smu.edu/paralegal)





### Carlos Manuel Peña-Reyes Graduate of the Paralegal Studies Certificate Program

#### What led you to want to take this program?

I am a licensed attorney-at-law in Mexico. I am interested in developing my professional experience within the U.S. legal framework, so that is why I chose this program. I think it's a great opportunity to start building new skills and knowledge that can open doors for me to work in law firms in the U.S.

#### Why did you choose the SMU CAPE paralegal program?

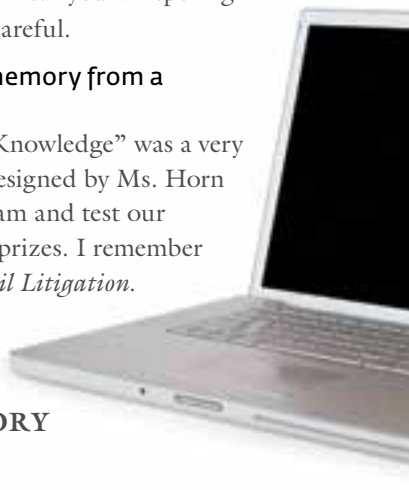
I was aware of the institution's prestige, and I think it is a very fast and complete program. SMU has great instructors with vast experience.

#### What has been your favorite course or instructor?

I enjoyed *Introduction to Law* and *Civil Litigation* with Kris Horn, who is absolutely fantastic. She is very organized, patient, and a natural born teacher with great knowledge and a sense of humor. She also has very attuned ears and can hear you whispering from a mile away, so be careful.

#### What is your favorite memory from a CAPE course?

"Wheel of Fortune and Knowledge" was a very funny and smart game designed by Ms. Horn to review for the final exam and test our knowledge – it even had prizes. I remember that I won a prize in *Civil Litigation*.



SHARE YOUR STORY  
#mycapestory

## PARALEGAL STUDIES COURSES

### E-Filing

E-filing is an essential skill for legal professionals. If you are new to e-filing, this boot camp will teach you the process from beginning to end. If you have already been e-filing, you'll gain an understanding of the "how" and "why" behind what you are doing, as well as best practices that will save time and money. This course is taught by a seasoned paralegal with extensive experience with e-filing in the Dallas area courts. You will walk away feeling comfortable with the process and ready to deal with each county court clerk.

Lamont Aldridge

2 Tuesday evenings, 6–9 p.m. 10/13, 10/20

\$159

### Preparing for Trial: Using Technology in the Courtroom

As technology advances and becomes more readily available to each and every consumer, the courtroom stakes are higher in terms of presentation. The advantages of using technology at the time of trial are stunning. This class has been thoughtfully crafted with today's sophisticated juries in mind. It brings to light fresh new ideas as well as cautionary tales. Learn about various forms of available software, how to organize your case using technology, different types of media, and effective presentation methods.

Joe Cerda

1 Tuesday evening workshop, 6:30–8:30 p.m. 11/17

\$89

### E-Discovery

Technology has continued to substantially impact the practice of law. For a decade, e-discovery has been an crucial area of the American legal system. All litigation matters must take into account the pervasiveness of evidence in electronic formats. The full workflow of electronically stored information (ESI) management, including the initial identification, collection, preservation, search, analysis, review, and production of ESI will be covered. You will learn efficient management of ESI vendors, the importance and methods of quality control, as well as techniques for controlling the costs of e-discovery. Each class will include lecture and practice exercises.

Danny Thankachan, J.D.

5 Thursday evenings, 6–9 p.m. 10/29–12/3, skip 11/26

\$349



# 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 weekday evenings  
Begins September 21, 2015 (Dallas campus)

Intensive Program  
Classes meet Tuesday evenings and select Saturdays  
Begins January 2016 (Plano campus)

Student loan options available  
for the Intensive Program.

### 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.

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

### WHO SHOULD ATTEND

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

MEET *your* INSTRUCTORS at  
SMU.EDU/CFPINSTRUCTORS 

### 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)

### CHOOSE FROM THREE PACING OPTIONS

#### ■ TRADITIONAL PATH

The Traditional Path offers classes one night per week on the Dallas campus. Tuition is \$775 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 \$675 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 2016.

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

### 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.



### >> LEARN MORE

Learn more about this SMU program and the CFP® certification process online.  
[smu.edu/cfp](http://smu.edu/cfp)



## 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. The priority deadline is August 21.

[smu.edu/nonprofit](http://smu.edu/nonprofit)

6 Fridays, 9 a.m.–4 p.m. Next cohort begins on September 18, 2015 | \$2,800  
(\$2,100 for members of the Center for Nonprofit Management)



CNMOCONNECT

### 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



# FUNDAMENTALS OF U.S. INTELLIGENCE

## 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. This intensive course is taught by seasoned professionals with substantial high-level experience in the field. 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: September 28–October 2, 2015

Dallas campus

Tuition: \$2,495

Agency pricing and payment options,  
as well as student loan options, are available.

### KEY BENEFITS

#### ■ LEARN FROM THE EXPERTS

All modules are taught by seasoned professionals in small classes that 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.

### 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.

[smu.edu/intelligence](http://smu.edu/intelligence)

MEET *your* INSTRUCTORS at  
[SMU.EDU/INTELINSTRUCTORS](http://SMU.EDU/INTELINSTRUCTORS) 



### >> LEARN MORE

Visit our website for course details.  
[smu.edu/intelligence](http://smu.edu/intelligence)





## CYBER INTELLIGENCE

CERTIFICATE PROGRAM 

NEW

Cyber intelligence and security is an emerging component of intelligence and risk management in homeland security, law enforcement, and the private sector. The SMU CAPE Cyber Intelligence Certificate was created to provide an experience-based view of this critical skill set. Taught by seasoned intelligence professionals, you'll learn both theory and practice in a five-day format. A special guest lecturer will address current cyber threats as well as emerging practices in cyber intelligence. Learn the circular process of converting data into intelligence that can be used for decision-making, including these key steps: planning and direction, collection, processing, production, and dissemination in this engaging and fast-paced course.



### PROGRAM FAST FACTS

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

Next Cohort: November 2–9, 2015

Dallas campus

Tuition: \$2,495

Agency pricing and payment options, as well as student loan options, are available.

### KEY BENEFITS

#### ■ LEARN FROM THE EXPERTS

This program is taught by seasoned intelligence professionals. Small class size encourages networking.

#### ■ DEVELOP YOUR SKILL SET

Learn to develop evidence-based knowledge, including context, mechanisms, indicators, implications, and actionable advice.

#### ■ PREPARE FOR THE FUTURE

Leverage what you learn to minimize future risks.

### WHO SHOULD ATTEND

- Law enforcement professionals
- Private or corporate security professionals
- Corporate CIOs, as well as IT security and compliance professionals
- Those with undergraduate majors in international relations, software engineering, computer science, or mathematics

### 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.

## LAW ENFORCEMENT PROFESSIONAL CERTIFICATE

Law enforcement professionals operate every day in an ever-evolving world of crime. This online certificate program will take you through the ins and outs of day-to-day police activity and give you an introduction to the criminal justice system. Learn to understand various police interviewing and interrogation techniques and investigation practices necessary to prevent crime and mitigate potential effects. You will gain a firm understanding of the criminal justice system and ethical considerations.

NEW

ONLINE | 6 Months, 375 Hours | \$2,295



## BUSINESS AND ENTREPRENEURSHIP COURSES

### Best Practices in Technical Sales: Proven Systems and Processes for Sales Engineer Success **NEW**

Having great sales engineers or technical sales people is crucial to closing any high-value deal. Sales engineers often spend more time with clients, have the best understanding of client needs, and are more trusted than any other role involved in the sales cycle. Most often from an engineering background, sales engineers have a keen understanding of technical concepts but may need help with the soft skills. Practice and hone your soft skills and gain insight into how you can leverage your unique position in the sales cycle to influence the success of a deal.

**Brian Williams**

6 Fridays, 11 a.m.-2:30 p.m. 10/30-12/11, skip 11/27  
Plano campus

\$595

### Turning Your Idea into a Business **NEW**

This course is designed to assist new and prospective entrepreneurs in the process of evaluating a business idea for feasibility and planning for its launch. Engaging discussions and exercises will challenge your assumptions while building plans to launch businesses. After completing this course, you will have gained an understanding of how to evaluate a business idea for feasibility, knowledge of key principles of lean startup methodology, tools to prepare for legal and structural issues of launching a business, access to resources, and contacts to prepare for business launch. Taught by one of DFW's top leaders in the entrepreneurial community.

**Rick Jackson**

4 Monday evenings, 6-9 p.m. 11/2-11/30, skip 11/23

\$395

### Customer Development and Lean Startup Strategies **NEW**

Customer development is a proven methodology whereby a product or service is developed and modified based on collecting customer insights from interviews, experiments, and tests. You will learn principles and processes of customer development, how lean start-up strategies and tactics can be applied, and how to collect customer insights. Focus on best practices for finding, conducting, and interpreting customer interviews and how to use the results of your research to make your product, marketing, and business model more robust. Market reconnaissance, market commercialization, and growth hacking processes will also be covered.

**Rick Jackson**

4 Monday evenings, 6-9 p.m. 12/7-1/11, skip 12/21, 12/28

\$395

### Share Your Professional Story: Planning Your Business Blog

Blogging can be an extremely effective way to develop and market your business. In this course, you will learn how to develop a strategic approach to your blogging practice, write compelling content, and boost your search engine optimization (SEO). At the end of this intensive course, you will have developed a plan and strategy to successfully add your unique voice to the blogosphere.

**Renee Groskreutz**

3 Fridays, 9 a.m.-3 p.m. 10/2-10/16

\$595

### The Business of Photography **NEW**

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](http://smu.edu/cape) for dates and times.

\$324 (\$314)



## Additional SMU Certificate Programs

### THE COX SCHOOL OF BUSINESS

#### Graduate Certificate Programs

Marketing | Finance | Global Strategy  
Business Analytics | Business Creation

[cox.smu.edu/certificates](http://cox.smu.edu/certificates)

### COX EXECUTIVE EDUCATION

#### Professional Development Certificate Programs

Capitalism | Leadership | Strategy  
Accounting & Finance | Negotiation  
Management | Energy, Oil & Gas

[exed.cox.smu.edu/programs](http://exed.cox.smu.edu/programs)





## DATA ANALYTICS COURSES

### Applying Predictive Analytics to Drive Improved Business Results **NEW**

Predictive analytics is the practice of extracting information from existing data sets in order to determine patterns and predict future outcomes and trends. This course will teach you the art and the science of predictive analytics, how to define and break down a problem and business goals, data discovery, disparate data sources, data blending, and creative ways to acquire the data you need. Methods such as regression, classification analysis, and how to select the best method for your project will be covered. Learn to communicate through effective visualization and storytelling and how to translate and communicate your insights to different levels of the organization, including people with preconceived opinions not based on data. Prerequisite: a basic understanding of statistics is recommended.

Wayne Applebaum, Ph.D.

6 Thursday evenings, 6–9 p.m. 10/1–11/5 Plano campus \$595

### Big Data and Hadoop **NEW**

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 instructor-led discussion and interactive, hands-on exercises, participants will learn to navigate the Hadoop ecosystem, learning topics such as Hadoop architecture; Hadoop Distributed File System (HDFS), YARN, and MapReduce Framework. Various data ingestion techniques to capture external data in Hadoop will be covered, as well as building Hive tables and running SQL-like queries to perform data analysis. Learn how to explore and transform data using Pig, and how to join diverse datasets to gain valuable business insights.

Sadu Hedge

4 Saturdays, 9 a.m.–4 p.m.

11/14–12/12, skip 11/28 Plano campus \$695

### Introduction to R in Data Analytics **NEW**

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

Bruce Moore, D.Eng.

6 Tuesday evenings, 6–9 p.m. 10/13–11/17 \$495

### Data Visualization and Infographics

In the age of big data, vast amounts of complex information need to be shared and instantly understood by many different audiences. Learn the art and science of data visualization and infographics, and why visual communication is so effective. Explore the data-driven design process, including best practices, 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 Thursday evenings, 9/24–10/9

\$595

### Mini-Certificate in Data Analysis

Data Analysis has become one of the most sought-after skills in the workplace. Companies have vast amounts of data, and they need people with the ability to analyze it to identify trends and make predictions. This certificate will take you through the fundamentals of analyzing data to how to compare groups and identify relationships and differences. Finally you will find out how to perform inquiries that will be useful to your business or organization, and have the skill necessary to communicate these results through graphs and text that all levels of the organization will understand.

ONLINE | 3 Modules, 3 Months

\$495



### 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](http://datascience.smu.edu)**



# TEST PREPARATION

## COLLEGE AND GRADUATE ADMISSION

### SAT 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: SA, 8:30 a.m.-12:30 p.m. 8/29-9/26

Section B: SU, 1-5 p.m. 10/4-10/25

\$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. 9/14-10/7

Section B: T/TH, 6-9 p.m. 10/22-11/17

\$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 students looking to gain the complex quantitative and verbal skills needed to succeed on the GRE.

Section A: T/TH, 6-9 p.m. 9/15-10/8

Section B: M/W, 6-9 p.m. 10/21-11/16

\$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 p.m. 8/27-9/29

Section B: T/TH, 6-9 p.m. 10/22-12/1

\$999

*Online options for GMAT, GRE, and LSAT are also available. Visit [smu.edu/testprep](http://smu.edu/testprep)*



## FREE

### Online Test Prep Strategy Workshops

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

[smu.edu/testprep](http://smu.edu/testprep)





# TEST PREPARATION

## PROJECT MANAGEMENT

### PMP® Exam Prep Course **NEW**

This face-to-face classroom course provides a comprehensive preparation for the PMP® certification exam including proven exam-taking tips and practice tests covering the PMBOK™ Fifth Edition areas of knowledge. Taught by a seasoned project management professional who shares advice and best practices about how to become a more effective project manager.

Monday–Wednesday, 8:30 a.m.–5 p.m. 11/9–11/11

\$1,495

### 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 | PDU/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. 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 | PDU/Contact Hours: 21 | CEUs: 2.1

\$499



Orchestrating *the* Possibilities  
Project Management Certificate Program



### Jennifer Post Test Prep for Graduate School

#### What CAPE courses have you taken?

When I decided to apply for the doctoral program [in higher education] at SMU and realized I had to take the GRE again, I was unnerved. I really did not want to give the committee any reason to deny my admission, so I enrolled in the GRE Prep class through CAPE.

#### How familiar were you with the test before taking the course?

I hadn't taken the GRE since 1996. Before I decided to enroll, a friend and I tried to study together. We got a GRE Prep book, went to the library, and took a sample test. About half way through we both started laughing out loud. It was that bad.

#### What was your experience with the test prep course at SMU CAPE?

Taking the GRE Prep course was both overwhelming and enormously helpful. The instructor taught us both content information and how to actually take the test

#### Did the test preparation help you with your goal?

When I went to take the test, I felt confident that I knew the structure of the test and what to expect. I met the goals I had set for the overall score, and I'm happy to say I was admitted to the doctoral program. I truly do not think I would have been able to score as high on the GRE if I had not taken the GRE Prep course through CAPE.

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#mycapestory





## PERSONAL ENRICHMENT | INFORMAL COURSES FOR ADULTS

### ART HISTORY

#### Gustave Caillebotte Impressionist Views of Life and Leisure in Modern Paris **NEW**

While Gustave Caillebotte may not be as widely recognized as his fellow Impressionists, he was an important painter of modern life in nineteenth-century Paris in his own right and a friend, supporter, and collector of his peers like Renoir, Monet, and Degas. This course will explore Caillebotte's paintings, which combined traditional academic working methods with modern subjects and themes, in the context of the sweeping artistic and societal changes during the second half of the century. Great preparation for the Kimbell Art Museum's special exhibition *Gustave Caillebotte: The Painter's Eye* opening in November 2015. **Note:** Does not include field trip to the Kimbell Art Museum.

Lane Banks

Section A: 4 TH, 1:30–3 p.m. 9/17–10/8

\$129 (\$119)

Section B: 4 TH, 7–8:30 p.m. 10/8–10/29

\$129 (\$119)

#### The Art of the Italian Baroque

Rome was at an apex of political, economic, and artistic power during the sixteenth and seventeenth centuries, and its affluent citizens sponsored many projects that transformed the city into a world capital filled with spectacular works of art. Two artists in particular dominated the Baroque style of this fruitful cultural landscape – the superb sculptor Bernini and the masterful painter Michelangelo Caravaggio. Join us to investigate these two Baroque superstars, their most important and influential works, and their lasting impact on the history of art.

Martha Anne Fielder, Ph.D.

5 M, 7:30–9 p.m. 10/19–11/6

\$139 (\$129)

#### Exploring Pop Art **NEW**

Epitomized by artists like Andy Warhol, Claus Oldenburg, and Roy Lichtenstein, Pop Art was one of the most significant movements in 20th-century American art. Explore the masterworks of Pop Art, the work of earlier influential painters such as Gerald Murphy and Stuart Davis, as well as examples of international pop from artists practicing across the globe. This course will include a visit to the Dallas Museum of Art and its special exhibition, *International Pop*.

Lane Banks

Section A: 2 TH, 7–8:30 p.m. 11/12, 11/19 and  
1 SU, 1:30–3 p.m. 11/22

\$99 (\$89)

Section B: 2 TH, 1:30–3 p.m. 12/3, 12/10 and  
1 SU, 1:30–3 p.m. 12/13

\$99 (\$89)

#### At Home with Lord Rothschild at Waddesdon Manor **NEW**

As one of the wealthiest families in Europe, the Rothschilds owned more than 40 magnificent houses spread across multiple countries, all furnished with outstanding objects and works of art. Waddesdon Manor, the family's home near Oxford, holds a veritable treasure chest of priceless furniture, paintings, porcelain, and *objets d'art*. We will explore the remarkable rise of the Rothschild family, the architecture and interiors of the Waddesdon Manor, and discover why it's one of the most important artistic and architectural destinations in the world.

Jann Mackey, Ph.D.

1 W, 7–8:30 p.m. 9/23

\$49 (\$39)

#### Historic Houses of Dallas and the Park Cities **NEW**

Dallas' own neighborhoods of Highland Park, University Park, and Greenway Parks are home to important examples of American twentieth-century residential architecture. Delve into the origins and development of these enclaves and investigate the architects who designed the significant homes that give them their distinct character: Hal Thomson, Charles Dilbeck, David Williams, Fooshee & Cheek, Jon Carsey, and many others. We also will discuss the social and economic impetus that motivated the development of these distinctive neighborhoods.

Jann Mackey, Ph.D.

2 M, 7–8:30 p.m. 11/9, 11/16

\$89 (\$79)

#### Gallery Hopping: The Latest and Greatest of the Dallas Art Scene

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. Register for one or multiple options, as each meeting will focus on new artists, galleries, and creative neighborhoods.

Gail Sachson, M.F.A.

Section A: 1 SA, 1–3:30 p.m. 10/3

\$49 (\$39)

Section B: 1 SA, 1–3:30 p.m. 11/14

\$49 (\$39)

Section C: 1 SA, 1–3:30 p.m. 12/5

\$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](http://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 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. *Beginning Calligraphy* is for anyone interested in learning lettering techniques as a hobby or professional specialty.

Susie-Melissa Cherry

6 M, 6-7:30 p.m. 9/14-10/19

\$149 (\$139)

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

Susie-Melissa Cherry

6 M, 6-7:30 p.m. 10/26-12/7

\$149 (\$139)

### 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, 1-4 p.m. 9/19-10/10

\$199 (\$189)

### 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. 9/14-10/19

\$235 (\$225)

### 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. 11/2-12/7

\$235 (\$225)

### 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. 9/17-10/29

\$235 (\$225)

### 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.

8 W, 7-10 p.m. 9/30-11/18

\$235 (\$225)

### Painting Dallas Landscapes: All Media

Learn 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.

Suzanne Kelley Clark, M.F.A.

8 SA, 9:30 a.m.-12:30 p.m. 10/3-11/28, skip 11/7

\$235 (\$225)



### 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. 11/7-11/9 \$375







## M.C. Roman Printmaking

### What CAPE courses have you taken and how many?

I started taking *Printmaking* with Peter Ligon in fall 2009, and I have been taking the course every spring and fall since then. I have learned a lot, and I still learn something new each time.

### Why did you choose to take printmaking at SMU CAPE?

My primary reason for taking *Printmaking* was to learn how to use an etch press and then possibly get my own press at home. I have a passion for art. I drew and painted in my younger years, but now I do printmaking and photography.

### What is your favorite memory from class?

I took a time lapse video one evening during *Printmaking* and set it to "The Chicken Dance." It's posted on YouTube. I have also taken some long exposure pinhole photographs during the class.



*Beetle* (2014) etching and *chine collé*

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#mycapestory

## 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. 9/16–11/4

\$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 2,300 degrees), students will explore a range of techniques, glazes, and surface treatments.

Michael Obranovich, M.F.A.

Visit [smu.edu/cape](http://smu.edu/cape) for dates and times.

\$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 M, 6:30–9 p.m. 9/14–11/2

\$499 (\$489)

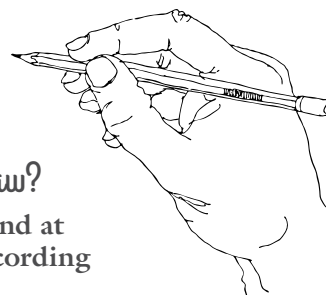
## Beginning Jewelry Making

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.

Emely Galiana Tascon

2 T, 2 TH, 6:30–8:30 p.m. 10/20–10/29

\$165 (\$155)



Love to draw?

Try your hand at  
Graphic Recording

PAGE  
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## 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. Please read your camera's manual and understand its controls prior to the first class.

Rob Hull

5 T/TH, 6:30–9:30 p.m. 10/15–10/29

\$275 (\$265)

Course meets at Plano campus

### Studio Lighting Basics

Learn the professional secrets of using artificial light in studio photography. This hands-on course will introduce the basics of studio lighting, and you will gain experience setting up backgrounds and shooting a variety of subjects with different lighting options. **Prerequisite:** A solid foundation in the basics of photography.

Rob Hull

1 SA, 9 a.m.–4 p.m. 9/26

\$125 (\$115)

Course meets at Plano campus

### Adobe Lightroom for Photographers

Discover how to streamline your workflow, from capturing photographs to archiving files, using the Adobe Lightroom program to process digital files. You will learn how to set preferences to best match your needs, import images, manage an image library, and process, share and print your images.

Rob Hull

4 W, 6:30–9:30 p.m. 10/14–11/4

\$219 (\$209)

Course meets at Plano campus

### The Business of Photography **NEW**

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](http://smu.edu/cape) for dates and times.

\$324 (\$314)

### Beginning Digital Photography

Through lecture and hands-on exercises, discover how to use DSLR camera controls, features, and menus to take better photographs. Explore basic settings, such as ISO, aperture, and shutter speeds. Learn how to use Photoshop for editing and correcting color and exposure. **Prerequisites:** DSLR camera and manual, and proficiency in moving and copying files and burning discs.

Teresa Rafidi

4 W, 6–8:30 p.m. 9/2–9/23

\$275 (\$265)

### Intermediate Digital Photography

Learn to use specialized features such as aperture, shutter speeds, and exposure compensation. Explore use of camera accessories and lenses through class discussions and field trips to practice shooting, and use Photoshop to edit and enhance digital photographs. **Prerequisites:** *Beginning Digital Photography* or similar proficiency (beyond the auto setting) and DSLR camera and manual.

Teresa Rafidi

4 W, 6–8:30 p.m. 9/30–10/21

\$275 (\$265)



# SMU <sup>IN</sup> PLANO

5236 Tennyson Parkway  
Plano, TX 75024

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



**A HISTORIC CELEBRATION COMMEMORATING  
THE CENTENNIAL OF SMU'S OPENING**

## SATURDAY, SEPTEMBER 26

### Homecoming Parade

3 p.m. – Bishop Boulevard

Student Floats, Bands and Entertainers

### The Boulevard

Pregame Festivities

### Football Game

6 p.m. – Gerald J. Ford Stadium

SMU vs. James Madison University

### SMU 100th Birthday Salute

Fireworks Display Immediately Following the Game

For complete Homecoming details,  
please visit [smu.edu/homecoming](http://smu.edu/homecoming).

## 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.

Faron Vassen, M.M.

Visit [smu.edu/cape](http://smu.edu/cape) for dates and times.

\$349 (\$339)

### 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.

12 SA, 11:15 a.m.–12:15 p.m. 8/22–11/21, skip 9/27, 10/3 \$349 (\$339)

### 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.

Daniel O'Donoghue, M.M.

12 SA, 10–11 a.m. 8/22–11/21, skip 9/27, 10/3 \$349 (\$339)

### 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. and Faron Vassen, M.M.

14 T, 6–7 p.m. 9/1–12/8, skip 10/13 \$375 (\$365)

### Beginning Acoustic Guitar **NEW**

If you would like to learn to play guitar, or brush up on long-forgotten lessons, this course offers an introduction to open position chords, flat-picking and finger-picking, strums, styles, and additional left and right hand techniques. You will learn to perform a basic repertoire of traditional, folk, and popular songs in a supportive and instructive class setting.

Robert Krout, Ed.D.

12 W, 6–7 p.m. 9/16–12/9/15, skip 11/25 \$349 (\$339)

### Intermediate Acoustic Guitar **NEW**

Once you have mastered basic guitar skills, expand your knowledge of altered and beginning barre chords, intermediate level flat-picking and finger-picking, syncopated and other strums, styles, and additional left and right hand techniques. You will learn a number of familiar folk, rock, and pop songs in this course, and we will sing as we play. **Prerequisite:** *Beginning Acoustic Guitar* or basic guitar skills.

Robert Krout, Ed.D.

12 W, 7:30–8:30 p.m. 9/16–12/9/15, skip 11/25 \$349 (\$339)



  
**smu.edu/GLS**

Design your own master's or doctoral degree at SMU through the Simmons Department of Graduate Liberal Studies.

Give voice to the part of yourself that aches for something more and pursue your passion. Study art, humanities, human rights, creative writing, and more. Discover your own potential, your genius, and perhaps ultimately gain what most of us seek...wisdom.

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

## LITERATURE AND FILM

### **The Sound of Music: The Making of a Classic** NEW

The iconic film adaptation of Rodgers and Hammerstein's Broadway musical *The Sound of Music* premiered fifty years ago and remains popular to this day. Revisit the making of the film, its adaptation of the real von Trapp family story, the critical and audience response it received in the U.S. and Austria, and its enduring legacy. Join us to climb every mountain, celebrate our favorite things, and sing "Do-Re-Mi" through the streets of Salzburg!

Martha Anne Fielder, Ph.D.

4 M, 7:30–9 p.m. 9/14–10/5

\$129 (\$119)

### **Dark City: Film Noir, 1940–1960** NEW

We will survey memorable and influential Hollywood movies of the 1940s and 1950s known as *film noir*. While these violent and pessimistic films were successful with audiences at the time, they often were disparaged by contemporary critics. The best products of *film noir* display stylistic richness and employed deep shadows, strange camera angles, complicated narrative structures, and voiceover narration to create a world suffused with danger and doom. Join us to explore this influential era of Hollywood filmmaking and uniquely American contribution to the history of film.

Rick Worland, Ph.D.

5 T, 6:30–9:30 p.m. 10/6–11/3

\$185 (\$175)

### **To the Lighthouse and Atonement: Investigating Woolf's Influence on McEwan** NEW

In his novel *Atonement*, Ian McEwan pays direct tribute to Virginia Woolf's *To the Lighthouse* by having his character Briony Tallis, a neophyte author, refer to Woolf as someone who transformed 20th century fiction and influenced her own fiction writing. Though *Lighthouse* was written in the early twentieth century – 1927 – and *Atonement* at the beginning of the twenty-first century – 2001 – both deal with loss, war, distortions of time, and the distinction between perception and reality. Both are beautifully written, experimental works that tell us much about contemporary fiction.

James Greene

8 T, 7–9 p.m. 9/29–11/17

\$239 (\$229)

### **Cuentos d'España y Latin América: Short Stories Survey in Spanish** NEW

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, Ed.D.

10 M, 6–7:30 p.m. 9/14–11/23, skip 10/12

\$219 (\$209)

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



### **Stacey Soper Informal Courses**

#### **How many courses have you taken at CAPE?**

I have taken approximately 60 courses. I try to take at least one or two every semester and have been doing so since the early 1990s!

#### **What are some examples of courses you have taken?**

They range from art history to courses on the California and Oregon Trails. I've also taken courses on French culture, and even philosophy. When I was an undergrad, one of the reasons I chose my major was because the program offered 90 hours of electives; I like variety!

#### **Why did you choose to take courses at SMU CAPE?**

I chose SMU because of its location, reasonable costs, and the wide variety of subjects offered.

#### **Do you have a favorite memory or instructor?**

One that stands out in my mind is a day-long culinary tour of several of the great ethnic markets around the city. We had a great time! In the last few years, I've also thoroughly enjoyed film classes taught by Rick Worland and Martha Fielder, and I have recently taken three super architecture courses with Jann Mackey.



### **SHARE YOUR STORY #mycapestory**



## LANGUAGES

### Spanish

iHola!

#### 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.

Lucille Herrera, M.A.

12 M, 7:30–9 p.m. 9/14–11/30

\$199 (\$189)

#### 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 T, 7:30–9 p.m. 9/8–11/24

\$199 (\$189)

#### Spanish: Intermediate, Part III

Continue on your path to fluency and explore more complicated components of the Spanish language. This course will focus on advanced grammar, vocabulary, and parts of speech.

Alba Carvajal, M.A.

12 T, 6–7:30 p.m. 9/8–11/24

\$199 (\$189)

#### 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:** *Spanish for Beginners, Part I* or previous Spanish study.

Lucille Herrera, M.A.

10 M, 6–7:30 p.m. 9/14–11/16

\$179 (\$169)

#### 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. 9/14–10/19

\$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. 10/26–11/30

\$109 (\$99)

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

#### Charlar y Conversar, Part III **NEW**

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.

**Prerequisite:** *Charlar y Conversar, Part II* or permission of instructor.

Luz Maria Duqué, M.A.

6 T, 7–8:30 p.m. 9/15–10/20

\$109 (\$99)

#### Cuentos d'España y Latin América: Short Stories Survey in Spanish

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, Ed.D.

10 M, 6–7:30 p.m. 9/14–11/23, skip 10/12

\$219 (\$209)

### Italian

Ciao!

#### 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.

10 M, 6–7:30 p.m. 8/24–11/16, skip 9/7, 10/12, 10/26

\$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, 7:30–9 p.m. 8/24–11/16, skip 9/7, 10/12, 10/26

\$179 (\$169)

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

Damiano Bonuomo, M.A.

10 W, 6–7:30 p.m. 8/26–11/4, skip 10/21

\$179 (\$169)

#### 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. **Prerequisite:** *Beginning Conversation* or instructor consent.

Damiano Bonuomo, M.A.

10 W, 7:30–9 p.m. 8/26–11/4, skip 10/21

\$179 (\$169)



## HISTORY, CULTURE, AND TRAVEL

### Queen Victoria and Prince Albert, Part I **NEW**

Queen Victoria assumed the crown when she was only eighteen, and she married her cousin Albert several years after becoming monarch. The young royals approached the monarchy as a shared partnership, and Albert became the Queen's primary advisor and political partner. We will explore the lives of Victoria and Albert during the first decades of their marriage, their unique approach to the monarchy, and the significant changes in British life that marked the mid-nineteenth century.

Martha Anne Fielder, Ph.D.

5 TH, 7:30–9 p.m. 9/10–10/8

\$139 (\$129)

### Queen Victoria and Prince Albert, Part II **NEW**

Queen Victoria and Prince Albert had nine children in quick succession, and they continued to approach the monarchy as a collaborative effort as their family grew. Sadly, Albert died at the young age of 42 and left Victoria to spend four decades ruling as a widow. After a prolonged period of mourning, Victoria gradually returned to public life and retained political influence and popularity throughout the rest of her life. Learn about the later decades of Victoria's life and rule, the changing role of the British monarchy, and the close relationship of the Queen with John Brown, her servant and increasingly influential advisor.

Martha Anne Fielder, Ph.D.

5 TH, 7:30–9 p.m. 10/15–11/12

\$139 (\$129)

### The Politics of Islam **NEW**

We will examine the political emergence of Islam, its historical roots, the relationships between state and religion, and how it has become associated with radicalism and terrorism. Learn how Islam shapes the politics of societies in the Middle East and Asia and the differences between Muslims and Westerners. This course will provide you with context to better understand the international political landscape and contemporary conflicts.

LaiYee Leong, Ph.D.

Visit [smu.edu/cape](http://smu.edu/cape) for dates and times.

\$109 (\$99)

### 50 More New Reasons to Love Dallas

Dallas bills itself as a "smart and connected" city. Plug into 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. 9/26

\$49 (\$39)

### Jane Austen's England **NEW**

Step into the world of Jane Austen, and explore the picturesque villages, towns, and stately houses of Georgian-era England that served as the settings for her novels *Pride and Prejudice*, *Emma*, and *Sense and Sensibility*. From the Regency architecture of Bath to the more quaint villages of Ashe and Lyme Regis, we will learn about the places where Austen lived, visited, and from which she drew inspiration. This class will bring Austen's writing to life and transport you to the wit and elegance of the eighteenth century.

Jann Mackey, Ph.D.

1 M, 7–8:30 p.m. 10/5

\$49 (\$39)

### Europe 101 **NEW**

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

1 M, 6:30–9 p.m. 1/25/16

\$55 (\$45)



## SMU-IN-TAOS

Cultural Programs | Conferences | Retreats

[smu.edu/taos](http://smu.edu/taos)

## PERSONAL DEVELOPMENT

### **The Mindful, Self-Compassionate Way to Change Your Brain** **NEW**

Take a 3-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.

1 SA, 9:30 a.m.–12:30 p.m. 9/26

\$55 (\$45)

### **InPowering People: Discover Your Personal Strengths and Talents** **NEW**

Successful people understand their talents and strengths and build their lives on them on a daily basis. Too often, we focus on improving our weaknesses rather than building on our strengths. In this interactive class, you'll discover your talents through the *Clifton Strengthsfinder* assessment and find out why certain things give you energy and others drain it away. You'll leave with an understanding of how you can maximize your talents for greater satisfaction in your work and life.

Kimberly Rutigliano, M.B.A.

2 F, 9–11 a.m. 9/11–9/18

\$199 (\$189)

### **The Art and Science of Goal Setting** **NEW**

The practice of setting and achieving goals – whether for small outcomes or life-long achievements – can have a profound influence on your life. Learn about the art and science of goal-setting and successful mental strategies you can use to propel yourself forward. This course is designed for anyone who is interested in a strategic and mindful approach to growth, whether in your professional or personal life.

Susan Stageman, M.A.

4 W, 6:30–8:30 p.m. 10/7–10/28

\$149 (\$139)

### **The Power of Creativity**

Creativity is the act of turning new and imaginative ideas into reality, and it encompasses a wide range of social, emotional, intuitive, and interpersonal skills. Discover the skills needed to foster your creative spirit and learn how to develop and integrate them into your work and life in this interactive and engaging course. Learning to find and channel this creative force will keep you vital and enthusiastic in both your professional and personal lives.

Rex McGee

6 TH, 7–9:30 p.m. 9/10–10/15

\$199 (\$189)

### **Successful Communication Practices for Business and Personal Relationships** **NEW**

Effective communication is essential to any healthy relationship, in or out of the workplace. You will explore your personal communication style and will gain tips and techniques to improve your speaking and listening skills. Learn how to utilize nonverbal cues, active listening, and clear, concise language to become a proactive communicator – empowered to successfully negotiate, work more effectively with others, and cultivate more fulfilling relationships.

Denette Mann, M.Ed. and Gretchen Maines, M.Ed.

4 TH, 6:30–8 p.m. 10/8–10/29

\$149 (\$139)

### **Re-Entering the Workforce after Time Away** **NEW**

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

Section A: 3 M, 9–11 a.m. 10/12–10/26 Dallas campus

\$295

Section B: 3 T, 9–11 a.m. 11/3–11/17 Plano campus

\$295



*Tell Us ...*

**What courses interest you?**

**We're always looking for new ideas and look forward to hearing from you.**

**smuthink@smu.edu**

PERSONAL FINANCE

Breaking Bad: Financial Pitfalls to Avoid

Gain the tips and tools to navigate financial decisions with confidence and to avoid common and costly mistakes. Learn how to make informed choices for retirement accounts, investments, and social security distributions and discover the most important steps to take to ensure a solid financial future. This class will prevent you from becoming the next Walter White!

William Larson, CFP®  
3 M, 6–9 p.m. \$149 (\$139)

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. 9/28–10/19 \$149 (\$139)

Financial Fitness Workshops

Bradley Wilson, CFP®, presents these short workshops on timely financial topics. Register for one or more of these classes to get your financial fitness on track, no matter what your goal may be. **Note:** All classes take place on Wednesdays from 6:30–8 p.m.

Bradley Wilson, CFP®	
9/30 The Habits of Financially Successful People	\$49
10/7 Ace Your Retirement Check-Up	\$49
10/14 Create Your Pre-Retirement Checklist	\$49
10/21 Understanding IRAs and ROTH IRAs	\$49
10/28 Saving for College	\$49

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

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.edu/capeinstructors](http://smu.edu/capeinstructors)





## 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 10 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](http://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 these subjects: 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](http://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](http://law.smu.edu)

### 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](http://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](http://smu.edu/meadows)

### 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 six areas of study at the Master’s or Doctoral levels. 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](http://smu.edu/perkins)

### SIMMONS SCHOOL OF EDUCATION AND HUMAN DEVELOPMENT

The Annette Caldwell Simmons School of Education and Human Development 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 masters level degrees and are tailored to accommodate the adult learner.

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 American Studies, Creative Writing, Environmental Sustainability, Human Rights and Social Justice, Organizational Dynamics, and more, the degree options are as unique as the students who design them.

[smu.edu/simmons](http://smu.edu/simmons)



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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:

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at 214-768-1022 or  
[customtraining@smu.edu](mailto: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](http://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 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.

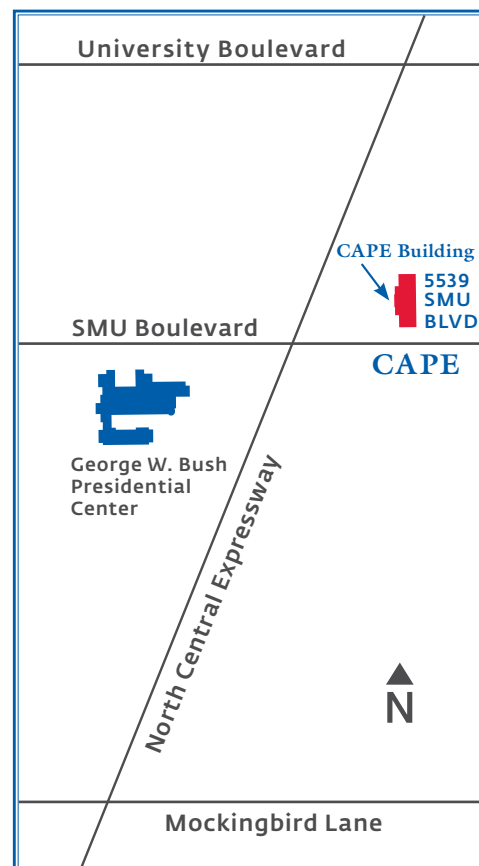
### CANCELLATION, REFUNDS AND TRANSFERS

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](http://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](mailto: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





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8/27	LSAT Preparation Course	10/7	The Art and Science of Goal Setting <b>NEW</b>
9/10	Queen Victoria and Prince Albert, Part I <b>NEW</b>	10/16	Boss Boot Camp – Supervision Certificate Program <b>NEW</b>
9/11	InPowering People <b>NEW</b>	10/22	GMAT Preparation Course
9/14	Spanish for Beginners	11/3	Re-Entering the Workforce after Time Away <b>NEW</b>
9/25	User Experience Design Certificate <b>NEW</b>	11/9	Historic Houses of Dallas <b>NEW</b>
9/28-10/2	Fundamentals of U.S. Intelligence Certificate	11/9-11	Project Management – PMP Exam Prep Course <b>NEW</b>
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