

**SMU CONTINUING AND PROFESSIONAL EDUCATION
COURSE DEFINITION FORM**

PLEASE COMPLETE THIS FORM AND PRINT A COPY FOR YOUR RECORDS. PLEASE THEN E-MAIL THE COMPLETED FORM AND OTHER REQUESTED ITEMS TO SMU CONTINUING AND PROFESSIONAL EDUCATION AT **SMUTHINK@SMU.EDU**. DUE TO THE HIGH VOLUME OF PROPOSALS RECEIVED, ONLY ELECTRONICALLY SUBMITTED PROPOSALS WILL BE REVIEWED.

Date

PERSONAL INFORMATION

name

address

city

state

zip code

country

day phone

evening phone

fax number

e-mail

business or company

professional title

proposed course title

COURSE MARKETING STRATEGY

Target Students

Describe the types of students who will most want to take this course.

Consider age, experience, education level, personal and professional motivations, etc.

Student Benefits

Describe the key benefits students will receive. How will this course help the target students?

What skills/information/personal rewards will be gained by participating?

Key Student Achievements

What tangible end products will students create and be able to take away from this course?

Course Requirements/Prerequisites

What courses or skills must a student have prior to enrolling in this course?

COURSE LOGISTICS AND PARAMETERS

Planned Texts/Required Study Materials

Please check all that apply.

- Published text(s) available at mass market sites such as Barnes & Noble or Amazon.com

Title:

Edition number/Year published:

Author:

ISBN:

Approximate cost:

- "Course Pack" prepared by local copier (e.g., Kinko's Alphagraphics)
- Instructor-supplied handouts (please explain in greater detail below)

Course Handouts

Handouts and materials enhance actual and perceived course value.

What materials do you plan to distribute during this course? Please check all that apply.

- Recommended reading list
- List of key information sources
- Examples of work/models to emulate
- Textbook material you've authored
- Film, video or graphic materials
- Templates, writing guides
- written instructions of any kind
- Timeline or other graphic organizer
- Other:

Course Timeframe

Number of class meetings/classroom hours desired/necessary to cover topic:

Number of hours per class meeting:

Number of class meetings:

Total number of course hours:

Once you have completed the online Course Definition Form, please click on the "Submit by Email" button in the top right hand corner. Due to the high volume of proposals received, only electronically submitted proposals will be reviewed.

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