



SMU™

CONTINUING AND  
PROFESSIONAL EDUCATION

SPRING 2017  
Course Catalog

SPRING  
2017

Professional Certificates  
Personal Enrichment Classes  
Test Prep

**ENROLL TODAY**

CAPE



PAGE  
6

## DIGITAL ANALYTICS AND INSIGHTS CERTIFICATE PROGRAM

Harness the power of interactive marketing with a Certificate in Digital Analytics and Insights from SMU. To maintain a competitive edge, companies need to use data to inform their marketing spend and business strategies. Learn from industry veterans how data provides vital insights into customer's online, mobile and social behaviors.

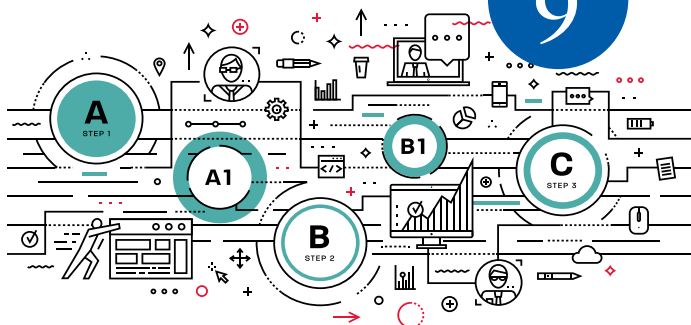
[smu.edu/digitalanalytics](http://smu.edu/digitalanalytics)

## Become a Full-Stack Developer in Six Months

Get the technical skills you need to become a proficient front-end and back-end developer. Sign up today for the SMU Coding Boot Camp Full-Stack Web Development Certificate Program starting April 18, 2017.

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

PAGE  
9



## INDULGE YOUR CURIOSITY

Designed to pique your interest and engage your mind, Personal Enrichment courses allow you to dabble with painting or photography, learn a language, play piano or discover great works of art, music, literature or film. Make a date for learning this spring with more than 30 new courses, plus returning favorites.

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

PAGE  
26



## Test Prep for Your Next Step

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

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

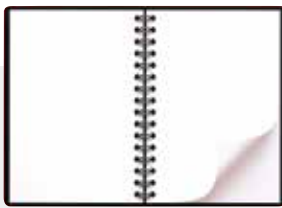
PAGE  
25





Design a powerful customer experience in this engaging, three-week workshop taught by industry leader Jamin Hegeman.

**STARTS MAY 30, 2017.**



## Get Your Team *on the* Same Page



CAPE Custom Training gives your team the information they need to perform.

Let's get started planning a personalized curriculum to meet your exact needs.

### Step 1

Let's chat.

Contact us for a free needs assessment.

### Step 2

We'll consult with our expert CAPE instructors to design a curriculum that meets your needs.

### Step 3

Schedule it. Your place or ours?

**Contact Terry Teague** at 214-621-4834 or [customtraining@smu.edu](mailto:customtraining@smu.edu) to discuss your custom training needs.

## TABLE of CONTENTS

### 2 PROFESSIONAL DEVELOPMENT

- 2 Digital Marketing Certificate Program
- 3 Digital Marketing Required Courses
- 4 Digital Marketing Electives
- 6 Digital Analytics and Insights Certificate Program
- 7 Digital Analytics and Insights Courses
- 8 Data Science Workshops
- 9 Coding Boot Camp – Full-Stack Web Development Certificate Program
- 10 User Experience Design Certificate Program
- 11 User Experience Design Courses
- 12 Web Design Certificate Program
- 13 Graphic Design Certificate Program
- 14 Web and Graphic Design Courses
- 15 Project Management Certificate Program
- 16 Boss Boot Camp – Supervision Certificate Program
- 17 Supervision Best Practices Courses
- 18 Financial Planning Certificate Program
- 20 U.S. Intelligence Analysis Certificate Program
- 22 Paralegal Studies Certificate Program
- 24 Nonprofit Leadership Certificate Programs

### 25 TEST PREPARATION

- 25 College and Graduate Admission

### 26 PERSONAL ENRICHMENT

- 26 Calendar
- 27 Art History
- 28 Studio Art
- 30 Photography
- 30 Music
- 31 Languages
- 32 Literature and Film
- 34 History, Culture and Travel
- 35 Personal Development
- 35 Personal Finance



### 36 GENERAL FAQs





## DIGITAL MARKETING CERTIFICATE PROGRAM

Gain the marketing skills DFW companies are looking for in our fast-paced Digital Marketing Certificate Program. Designed in conjunction with digital marketing experts and area corporations, this program will teach you the most current information and provide the practical skills you need to become a digital marketing professional that gets results. Choose from two tracks: Digital Marketing Strategy and Analysis or Digital Branding and Communications.



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

### NEXT START DATES

#### DIGITAL MARKETING STRATEGY AND ANALYSIS TRACK

March 16, 2017

Dallas campus

Priority rate by March 2, 2017.

#### DIGITAL BRANDING AND COMMUNICATIONS TRACK

March 20, 2017

Dallas campus

Priority rate by March 6, 2017.

### TUITION

\$3,495 – Priority Rate

\$3,745 – Standard Rate

Student loan options available.

### KEY BENEFITS

#### ■ LEARN FROM THE EXPERTS

Learn to develop and execute a digital marketing strategy, integrating appropriate digital marketing channels.

#### ■ DEMONSTRATE ROI

Discover analytic tools that allow you to focus on the most meaningful metrics and key performance indicators.

#### ■ STAY ON THE LEADING EDGE

Gain the ability to keep up with new trends in the digital marketing field.

### WHO SHOULD ATTEND

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

### PROGRAM FORMAT

This program is offered in a face-to-face, classroom setting in a modular format. This flexibility allows you register for one course individually or achieve the full certificate by completing all of the requirements.

### HOW TO ENROLL

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



**RANKED #12**



### >> LEARN MORE

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

## CHOOSE YOUR TRACK

### CONCENTRATION IN DIGITAL MARKETING STRATEGY AND ANALYSIS



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

### CONCENTRATION IN DIGITAL BRANDING AND COMMUNICATIONS



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

## CHOOSE ANY THREE ELECTIVES TO COMPLETE YOUR CERTIFICATE



Data Driven Marketing: Marketing Analytics  
Mobile Marketing: Strategies, Tactics and Tools  
Developing and Implementing a Social Media Marketing Campaign  
Email Marketing: Leveraging Your Most Powerful Channel  
Writing Engaging Content and Copy  
Digital Public Relations  
Mastering PPC and Paid Search  
Digital Branding and Engagement  
Search Engine Optimization and Marketing Strategies  
Video Marketing Strategy

## DIGITAL MARKETING REQUIRED COURSES

### Digital Marketing Analytics

The power of digital marketing is its ability to analyze, understand and use data to create powerful outcomes. This course will teach you to align your digital marketing efforts by measuring strategic objectives and setting targets based on key performance indicators. You will learn how to develop customer profiles and segments, as well as how and when to use the many analytics tools available to you. You will leave ready to create dashboards to present a compelling story to the C-suite. **Note: This course also includes one Saturday workshop, *Advanced Excel for Data Analytics Workshop*.**

Cameron Gawley

6 Thursday evenings, 6–9 p.m. 3/16–4/20

1 Saturday workshop, 9 a.m.–4 p.m. 4/22

\$995

### Digital Marketing Strategy and Management

To be a great digital marketer, you need the ability to create an impactful strategy that supports your business goals and to execute the strategy on time, within budget and with measurable results. In this course, you will learn how to design and develop a digital marketing strategy aligned with your organization's goals, plus how to perform that strategy and measure its results. This course is taught by a leading marketing strategist who is also a certified Scrum Master in Agile project management.

Brad McCormick

6 Thursday evenings, 6–9 p.m. 4/27–6/1

\$995

### Best Practices in Social Media and Digital Communications

Meet your business goals using the latest digital communications techniques and social media channels. You will explore the unique strengths and most strategic uses for each channel, learn about the “digital diamond,” SEO and how to create a results-driven digital plan. Gain an understanding of content marketing techniques to prioritize ROI and develop brand awareness in the digital space.

Steve Lee

8 Monday evenings, 6–9 p.m. 3/20–5/8

\$995

### Digital Engagement and Advanced Social Media Management

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

Steve Lee

7 Monday evenings, 6–9 p.m. 5/15–7/10

\$995

## DIGITAL MARKETING ELECTIVES

### Data Driven Marketing: Marketing Analytics

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

**Sujoy Chandra**

4 Tuesday evenings, 6–9 p.m. 2/21–3/14 and  
1 Saturday, 9 a.m.–12 p.m. 3/18

\$695

### Mobile Marketing: Strategies, Tactics and Tools

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

**Abhi Vyas**

4 Monday evenings, 6–9 p.m. 3/20–4/10

\$695

### Developing and Implementing a Social Media Marketing Campaign

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

**Lissa Duty**

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

\$695

### E-Mail Marketing: Leveraging Your Most Powerful Channel

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

**Renee Adams**

4 Monday evenings, 6–9 p.m. 4/17–5/8

\$695

### Writing Engaging Content and Copy

Create compelling copy that gets results and expands your career opportunities. Expand the your writing ability and build your portfolio through this interactive workshop. You will learn writing mechanics and principles and how to put them into practice. You will also learn how to write for different mediums, including blogging and writing for the web, social media, email copy and landing pages. The course will help you learn to use different voices and write in brand, so you will be prepared to write for any organization.

**Laura Wooten**

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

\$695

### Digital Public Relations

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

**Jared Carrizales**

4 Tuesday evenings, 6–9 p.m. 5/16–6/6

\$695

### Mastering PPC and Paid Search

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

**Steven Hammer**

4 Thursday evenings, 6–9 p.m. 6/8–6/29

\$695

### Digital Branding and Engagement **NEW**

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

**Tom Dennis and Jim David**

4 Tuesday evenings, 6–9 p.m. 6/13–7/11, skip 7/4

\$695

### Search Engine Optimization and Marketing Strategies

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

Beth Kahlich

4 Thursday evenings, 6–9 p.m. 10/12–11/2

\$695

### Video Marketing Strategy **NEW**

With more than 75 million people watch videos online every day, video marketing has tripled over the past five years. Due to Facebook's emphasis on video content, new SEO algorithms and Google's own YouTube search results, video is an integral part of any digital marketing campaign. In this course, you will learn how to create great online videos that engage viewers and get them to share. You will also learn the science behind successful video marketing strategy as well as how to create, edit, plan and measure results.

Jeremy Vest

5 Thursday evenings, 6–9 p.m. 11/16–1/4,  
skip 11/23, 12/21, 12/28

\$695



## APPS ARE WHERE IT'S AT! BECOME A MOBILE APP DEVELOPER

Our Certificate in Mobile Application Design and Development will give you the information, tools and technology you need to become an app developer.

Learn to identify customer needs, create a project plan and develop a revenue stream from the apps you develop through our online course.

LEARN MORE AT  
[SMU.EDU/ONLINELEARNING](http://SMU.EDU/ONLINELEARNING)



### Robert Stahl

Writer, Tandem Theory LLC, Novelist  
Copywriting Student Fall 2015

#### What made you decide to a copywriting class from CAPE?

After college, the only job I could find was a job in marketing. I learned it wasn't for me so I went back to my college job as a bartender and stayed there for 12 years. Bartending was fun – hours went by fast, it was exciting and I had control of my schedule – but I looked down the road and realized I couldn't tend bar forever. I wanted a job that would carry me into the future.

Simultaneously, I was trying to make my way as a writer. Ever since I was a kid, I have loved writing, and have even written a novel. So, I brushed up my writing skills, read a few copywriting books, pulled together a portfolio and started applying for jobs. In the first 18 months, no one responded. So, I decided to take a class and found the SMU CAPE program.

#### What impact has the course had on your life?

The course had an amazing impact in my life – building my confidence and my network. I attribute the class directly with getting the job I have now. While taking the class, I sent my résumé to a recruiter. That recruiter happened to sit in on panel during a portfolio review in the copywriting class. He told me “I know you're talented and I know I can find a job for you.” While I ultimately found my job through another recruiter, the confidence I gained in the class was invaluable.

#### Would you recommend CAPE classes to others?

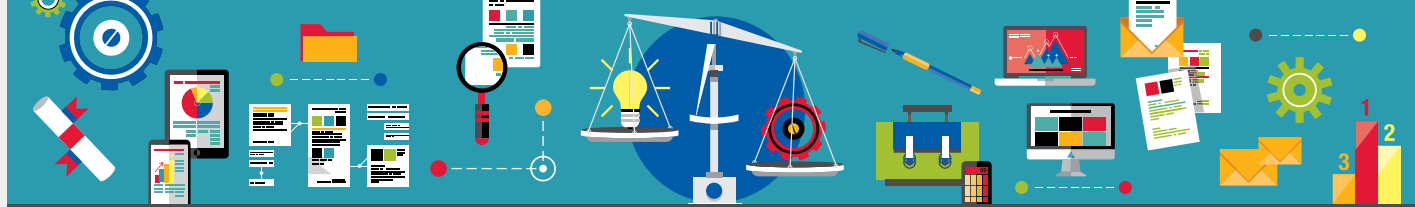
Absolutely. I would recommend the copywriting class in particular. While the class was fast and furious, it honed my skills and helped me identify my own strengths and weaknesses. The way the curriculum is presented and the number of topics covered help sharpen your writing skills with laser precision.



### SHARE YOUR STORY

#mycapestory

REGISTER ONLINE [SMU.EDU/CAPE](http://SMU.EDU/CAPE)



# DIGITAL ANALYTICS AND INSIGHTS

## CERTIFICATE PROGRAM

NEW

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



Classes meet Thursdays and  
every other Monday, 6–9 p.m. in Dallas.  
Two Saturday workshops in Plano.

### NEXT START DATE

March 16, 2017

**TUITION:** \$2,485

Student loan options available.

### KEY BENEFITS

#### ■ LEARN THE ENTIRE PROCESS

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

#### ■ COMMUNICATE LIKE A PRO

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

#### ■ EXPAND YOUR PROFESSIONAL NETWORK

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

### WHO SHOULD ATTEND

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

### REQUIRED COURSES

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

### PROGRAM FORMAT

This program is offered in a face-to-face, classroom setting in a modular format. This flexibility allows you register for one course individually or achieve the full certificate by completing all of the requirements. **Please note: this field is moving and changing so quickly that we highly recommend completing your certificate in one semester.**

### HOW TO ENROLL

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

TAKE  
ADVANTAGE  
of this  
INTRODUCTORY  
PRICING



### >> LEARN MORE

Get answers to your questions. Call or text a Program Advisor at 214.621.4834.  
[smu.edu/digitalanalytics](http://smu.edu/digitalanalytics)



# DIGITAL ANALYTICS AND INSIGHTS COURSES

## Digital Marketing Analytics

The power of digital marketing is its ability to analyze, understand and use data to create powerful outcomes. This course will teach you to align your digital marketing efforts by measuring strategic objectives and setting targets based on key performance indicators. You will learn how to develop customer profiles and segments, as well as how and when to use the many analytics tools available to you. You will leave ready to create dashboards to present a compelling story to the C-suite. **Note: This course also includes one Saturday workshop, *Advanced Excel for Data Analytics Workshop*.**

Cameron Gawley

6 Thursday evenings, 6–9 p.m. 3/16–4/20

1 Saturday workshop, 9 a.m.–4 p.m. 4/22

\$995

## Digital Analytics Tools and Technologies **NEW**

Accurate measurement is an essential component for any analytics project, but choosing the right digital analytics tools from the available options can be overwhelming. This course will familiarize you with the best and most often-used products. You will also learn to define business requirements and key performance indicators and select the best tools to measure them. **Note: This course also includes one Saturday workshop, *Adobe Analytics Workshop*.**

Rebecca Visconti

5 Monday evenings, 6–9 p.m. 3/20–5/15, skip 3/27, 4/10, 4/24 and 5/8

1 Saturday workshop, 9 a.m.–4 p.m. 5/13

\$795

## Website Conversion Optimization **NEW**

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

Halee Kotara

5 Thursday evenings, 6–9 p.m. 4/27–5/25

\$695

## Insights, Storytelling, and Analytics Management **NEW**

To be a successful digital analyst, you need more than the ability to effectively collect and analyze data from digital channels. You need to be able to communicate your insights throughout the organization using storytelling. This course will provide an overview of the role analytics management plays in the wider organization as well as how to manage analytics projects. A highly-regarded DFW leader and analytics practitioner will teach you to create visualizations and dashboards that articulate your insights, including how to incorporate online and offline data to enhance your understanding of the marketplace.

Jeff Rosenfeld

3 Thursday evenings, 6–9 p.m. 6/1–6/15

\$495

## Advanced Excel for Data Analytics Workshop

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

Rebecca Visconti

1 Saturday intensive workshop, 9 a.m.–4 p.m. 4/22

\$395

Workshop meets at Plano campus.

## Adobe Analytics Workshop **NEW**

Adobe Analytics is the leading digital analytics tool used in large organizations across the USA. This intensive hands-on workshop is designed to help you become familiar with the most important features and uses of Adobe Analytics.

Katie Burdett

1 Saturday intensive workshop, 9 a.m.–4 p.m. 5/13

\$395

Workshop meets at Plano campus.

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



## DATA SCIENCE WORKSHOPS

NEW

Designed for business intelligence professionals and data analysts, our Data Science Workshops will hone your skillset and improve your ability to extract and manipulate data in meaningful ways. Taught by data science practitioners, these short courses will enrich your knowledge and grow your professional network.

### Apache Spark Workshop **NEW**

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

Sadu Hedge

3 Saturdays, 9 a.m.–4 p.m. 1/28–2/11

\$695

### Building your Machine Learning Toolkit **NEW**

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

Prabhu Saiprabhu

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

\$595

### Data Driven Marketing: Marketing Analytics

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

Sujoy Chandra

4 Tuesday evenings, 6–9 p.m. 2/21–3/14 and

1 Saturday, 9 a.m.–12 p.m. 3/18

\$695

### Machine Learning with Big Data Workshop **NEW**

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

Prabhu Saiprabhu

4 Saturdays, 9 a.m.–4 p.m. 4/29–5/20

\$695

### Big Data and Hadoop

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

Sadu Hedge

4 Saturdays, 9 a.m.–4 p.m. 4/29–5/20

\$795

Workshop meets at Plano campus.

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

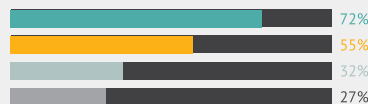
Organizations across all industry sectors are adopting big data technologies to manage and analyze data to gain better insights and leverage fact-based decision making. Learn how and when to combine the various platforms to support business initiatives and facilitate the discovery of new insights and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

Sadu Hedge

2 Saturdays, 9 a.m.–4 p.m. 4/15, 4/22

\$595

Workshop meets at Plano campus.



## DESIGNING WITH DATA

### DESIGNING WITH DATA

#### Data Visualization, Infographics and Dashboards

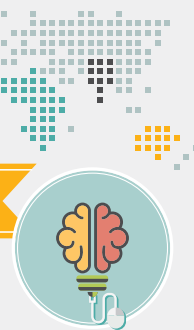
Learn the art and science of data visualization and infographics, and why visual communication is so effective. Explore the data-driven design process, including better chart design and chart types. Gain an understanding of software and online tools, copyright and trademark issues, storytelling with data and designing your own infographic résumé – 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 Tuesday evenings 6–9 p.m. 4/11–5/16

\$595

Course meets at Plano campus.



# CODING BOOT CAMP

FULL-STACK WEB DEVELOPMENT CERTIFICATE PROGRAM



NEW

Web Development is one of the fastest growing careers in today's economy. The Bureau of Labor Statistics projects 20% growth rate by 2022. The SMU Coding Boot Camp is designed to help you develop the skills and professional network needed to capitalize on this demand. Upon successful completion of this course, you will receive the SMU Certificate in Full-Stack Web Development.



Classes meet Tuesday and Thursday evenings  
and Saturday mornings.

#### NEXT START DATE

April 18, 2017

Dallas campus

**TUITION:** \$9,500

Student loan options available.

#### KEY BENEFITS

##### ■ LEARN FROM THE EXPERTS

Each course is taught by experienced, full-stack practitioners.

##### ■ GAIN CAREER SKILLS

The course provides a wide range of career services to position you for success. Curriculum includes regular portfolio reviews, résumé and social media profile support, workshops, mock interviews, demo days and sample coding test.

##### ■ BUILD YOUR PORTFOLIO

Hands-on learning activities with employers give you the opportunity to build a portfolio of web applications.

#### WHO SHOULD ATTEND

- Web design professionals interested in learning how to do front-end and back-end coding
- Front-end developers who want to grow their full-stack skills
- Aspiring web developers looking to gain the necessary skills and knowledge in a concentrated format

#### COURSEWORK

- Browser Based Technologies including HTML5, CSS3, JavaScript, jQuery, Responsive Design, Bootstrap, Handlebars, Firebase, Cookies/Local Storage, React.js
- Deployment using Heroku and Git
- Java/Spring MVC
- Databases such as MySQL and MongoDB
- Node.js (Server Side Development) with Express, Security and Session Storage, User Authentication, MERN Stack (MongoDB, Express.js, React.js, Node.js)
- Quality Assurance including writing test plans
- Internet Marketing including SEO and Semantic HTML

#### PROGRAM FORMAT

This program is offered with face-to-face, classroom lectures two nights per week and a half day on Saturday, and runs from April to October, 2017. You will participate in individual and team exercises, working independently and in groups. The program will give comprehensive insight into the career of a full-stack developer.

#### HOW TO ENROLL

Submit your application online.  
Visit [codingbootcamp.smu.edu](http://codingbootcamp.smu.edu)



#### >> LEARN MORE

Read the full course descriptions  
on our website.

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



## USER EXPERIENCE DESIGN

### CERTIFICATE PROGRAM

Design more impactful consumer experiences with a certificate in User Experience Design from SMU. A powerful user experience can be the difference between a success and failure in any modern business. Discover the many facets of this in-demand profession, including why research is an essential part of any successful UX project. Get practical tips and learn the skills, tools and techniques that UX designers apply every day. Guided by leaders in the field, you will practice the essential skills of UX in a hands-on workshop environment.



Classes meet Tuesdays, 6–9 p.m.  
and one Saturday workshop.

#### NEXT START DATE

February 25, 2017

Plano campus

Priority rate by February 11, 2017.

#### TUITION

\$2,745 – Priority Rate

\$2,995 – Standard Rate

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

Developed in consultation with UX experts, the curriculum is continually updated to provide relevant content as technology advances.

#### ■ 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.

### 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
- Designing Customer Experiences

### PROGRAM FORMAT

This program is offered in a face-to-face, classroom setting in a modular format. This flexibility allows you register for one course individually or achieve the full certificate by completing all of the requirements.

### HOW TO ENROLL

Submit your application form and fee online. Enrollments are accepted on an ongoing basis. **Register and pay for the full certificate by the priority registration date and save \$830 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

Exceptional user experience is essential to building brand loyalty. That's why this growing field is in high demand in DFW and beyond. Introduction to User Experience Design will get you up to speed fast; this one-day overview is designed to give you insight into the UX industry, outlining where career opportunities exist as well as how to develop a UX strategy to meet your business goals. You will discuss the difference between user interface and user experience design, understand the importance of content strategy, information architecture, wireframes and front-end web development.

J. Schuh

1 Saturday intensive workshop, 9 a.m.–4 p.m. 2/25 \$495

### User Research and User-Centered Analysis

All UX projects must begin by understanding the user's existing beliefs and behaviors. User research – the bedrock of all successful UX projects – provides this in-depth understanding of people's behaviors, needs and motivations. In this class, you will learn the observational techniques, task analysis and other feedback mechanisms UX designers use to understand their users. You will also learn how to avoid research methodology mistakes that can lead to inaccurate assumptions, how to sell this concept to your company leadership and best practices in conducting user research.

Brian Sullivan

3 Tuesday evenings, 6–9 p.m. 2/28–3/21, skip 3/14 \$695

### User Experience Design

This fast-paced class will cover the essential areas of User Experience Design. Through design exercises, you will learn about design thinking, communicating design ideas, considerations when designing for websites, web applications, wearable technology, writing user stories and more. Using Agile UX techniques, you will 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 begin to use immediately.

Preston McCauley

5 Tuesday evenings, 6–9 p.m. 3/28–4/25 \$895

### Usability Testing

The competition for high-quality websites and apps is stronger than ever. The risk of producing a poor quality product can be detrimental to business, your brand and your reputation. 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, determine the best recommendations and present your results.

Brian Sullivan

4 Tuesday evenings, 6–9 p.m. 5/2–5/23 \$795

## NEW ADVANCED WORKSHOP

### DESIGNING CUSTOMER EXPERIENCES

#### THE NEXT FRONTIER IN DESIGN – CHIEF DESIGN OFFICER

Designing end-to-end customer experiences is vital in today's competitive marketplace, where brands must reflect the customer needs they fulfill and the customer experiences they deliver. As organizations hustle to find the right resources to create powerful customer experiences, designers have the opportunity to play pivotal roles in the long-term success of the brand.

Taught by one of the world's leading practitioners, this course will focus on the service design process. You will learn how to develop tools, including journey maps, ecosystem maps and service blueprints, that will enable you to design end-to-end customer experiences. This team based, hands-on workshop is structured around developing real-world service concepts.

JAMIN HEGEMAN

3 Tuesday evenings, 6–9 p.m. 5/30–6/13  
\$695

*Students who have already completed the UX certificate program are eligible for a 50% discount on this workshop. Please register by phone to receive this offer.*





## GRAPHIC DESIGN

### CERTIFICATE PROGRAM



Gain the graphic design skills needed to create distinct and recognizable brands that propel a company's success. This hands-on certificate program will teach you to plan, manage and deliver professional graphic design projects. You will 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.



Classes meet Tuesdays and Thursdays,  
6:30–9:30 p.m.

#### NEXT START DATE

March 14, 2017

Dallas campus

Priority rate by February 28, 2017.

#### TUITION

\$3,745 – Priority Rate

\$3,995 – Standard Rate

Student loan options available.

#### KEY BENEFITS

##### ■ LEARN FROM THE EXPERTS

Learn graphic design and get advice from practicing designers.

##### ■ UNDERSTAND THE PROCESS

Build technical and project management skills by working on real-world projects.

##### ■ FITS YOUR BUSY LIFE

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 résumé

#### REQUIRED COURSES

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

#### PROGRAM FORMAT

This program is offered in a blended cohort format, meaning you progress through the program with the same group of students, and runs from March to December, 2017. Classes meet on the Dallas campus except for the Introduction to Graphic Design class which meets online. 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. Admission to the program requires a four-year undergraduate degree or four years of related professional experience.



#### >> LEARN MORE

Read full course descriptions on our website.

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



### Brian Sullivan

SMU CAPE User Experience Instructor  
Director of UX Operations at Sabre Corporation  
Founder, Big Design Conference  
Author, *The Design Studio Method*

#### What skills did you need to be a UX professional?

Passion, being interested and curious. I had a diverse background in business analytics, quality assurance and technical writing. I took what I had in my background and applied it to web design and usability.

#### What do you like about teaching at SMU CAPE?

It keeps me fresh and on my toes. Students ask good questions. I also love mentoring people – after all, it's easy when it's easy. When someone is struggling, I think about what advice I can provide based on my experience.

#### Why should a student take a UX class through SMU CAPE?

We try to give students practical experience and training so they work on a real project they could present to future employers. It's helping to build the case as to why a Dallas-area corporation should hire a CAPE student. A couple of our students have launched their own applications after taking the program and most of the students have gotten promotions.

#### What advice would you give someone interested in UX design?

Network, network, network. It's all about networking. There are a lot of jobs out there, even though the field is relatively small. Anyone interested should be able to get a job in the foreseeable future in Dallas. To find the best jobs, you need a network. A program like CAPE provides that network.

### SHARE YOUR STORY

#mycapestory

## WEB AND GRAPHIC DESIGN COURSES

### The Business of a Design Career

Being a successful graphic designer takes creativity, talent and technical skills. It also takes business know-how. Designed to teach business aptitude, this class will show you the ropes from two aspects:

- Moneymaking, including tips on finding clients, estimating project costs, creating proposals and invoicing.
- Operating your design firm, from managing workflow, interviewing new clients and projecting your hourly rate.

Taught by an active design professional with 20 year's experience, the class will benefit all designers, from those interested freelancing or running a small graphic design agency, to corporate employees who want to learn management skills.

Toni M. Schuster

4 Thursday evenings, 6:30–9:30 p.m. 3/30–4/20

\$189

### Motion Graphics and Video with Adobe After Effects

Videos are the number one digital medium for entertainment, education and brand awareness. With over four billion videos being viewed each day on YouTube and social media channels, it's important to know how to produce compelling video content. This course will cover the fundamentals of motion graphic design. You will gain the understanding and knowledge of how to produce engaging video content and logo animation.

J. Schuh

6 Monday evenings, 6:30–9:30 p.m. 3/27–5/1

\$295

### Using Bootstrap, Sass and Flexbox to Create a Website

To succeed as a web developer today, you must be able to design flexible, responsive, mobile-first websites with engaging user interfaces. Tools such as Bootstrap, Sass and Flexbox simplify this process. In this course, you will learn how and when to use the Bootstrap framework and how to add CSS styling using Sass. The class will also show you how to use Flexbox to adjust web content to accommodate design parameters and screen display specifications. Students must have a basic knowledge of HTML and CSS. A laptop is required.

Alyssa Galganov

6 Monday evenings, 6:30–8:30 p.m. 4/3–5/8

\$195





## PROJECT MANAGEMENT CERTIFICATE PROGRAM

Enhance your skills to deliver on-time and on-budget projects, even when challenges arise. SMU's Project Management Certificate Program provides the tools, templates and methodology required to become a dynamic and strategic leader. Improve your skills and enhance your résumé through a Certificate in Project Management from SMU.



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

### DALLAS

February 27–March 3, 2017  
Priority rate by February 13, 2017.

### PLANO

April 24–April 28, 2017  
Priority rate by April 10, 2017.

### TUITION

\$3,495 – Priority Rate  
\$3,745 – Standard Rate  
Student loan options available.

### KEY BENEFITS

#### ■ LEARN FROM THE EXPERTS

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

#### ■ DISCOVER PROVEN TOOLS FOR SUCCESS

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

#### ■ PMI-REGISTERED PROGRAM

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

### WHO SHOULD ATTEND

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

### REQUIRED COURSES

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

### PROGRAM FORMAT

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

### HOW TO ENROLL

Submit your application form and fee online. Enrollments are accepted on an ongoing basis. **Register and pay for the full certificate by the priority deadline to save \$250.**



### >> LEARN MORE

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

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



## BOSS BOOT CAMP

### SUPERVISION BEST PRACTICES CERTIFICATE PROGRAM

Being a manager is more than managing budgets and doing performance reviews – it is being able to effectively engage employees to work towards a common goal. Successful managers pull from a wide range of skills, including interpersonal communication, conflict resolution, budgeting and team-building. Whether you're a brand new supervisor or a more experienced manager, the Boss Boot Camp will give you the confidence, knowledge and skills you need to grow your management abilities. Upon successful completion of this eight-week program, you will receive the SMU Certificate of Supervision Best Practices.



Classes meet Fridays, 9 a.m. – 3 p.m.

#### NEXT START DATE

April 7, 2017

Dallas campus

Priority rate by March 24, 2017.

#### TUITION

\$1,999 – Priority Rate

\$2,249 – Standard Rate

Student loan options available.

#### KEY BENEFITS

##### ■ LEARN FROM THE EXPERTS

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

##### ■ BUILD ON YOUR STRENGTHS

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

##### ■ PRACTICE YOUR NEW SKILLS

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

#### WHO SHOULD ATTEND

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

#### REQUIRED COURSES

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

#### PROGRAM FORMAT

This program is offered in a face-to-face, classroom setting in a modular format and runs from April until June, 2017. This flexibility allows you register for one course individually or achieve the full certificate by completing all of the requirements.

#### HOW TO ENROLL

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



#### >> 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**

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

**Kym Sosolik**

1 Friday, 9 a.m.–3 p.m. 4/7

\$395

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

Up to 90 percent of communication is nonverbal, yet most business communication courses fail to address this. This comprehensive course covers verbal, non-verbal and written communication and will show you how to build the kind of relationships you want with your employees and peers. Learn to get your message across to all levels of the organization using a variety of mediums in effective and unique ways. Improve your personal brand while gaining the insight you need to enhance your communication in the workplace.

**Buzz Kolbe**

2 Fridays, 9 a.m.–3 p.m. 4/14, 4/21

\$595

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

In today's business world, teams are the bedrock of any successful organization. This course will provide you with leadership tools that improve team performance. You will learn the elements of what makes a successful team, the role behavioral style plays and techniques for integrating new members into a team. Understand how to lead different generations, from millennials to baby boomers, as well as how to develop your team to be a strategic asset for your organization.

**Mary Anne Davis**

2 Fridays, 9 a.m.–3 p.m. 4/28, 5/5

\$595

### **Financial Intelligence and Communication**

To truly succeed as a leader, you need an understanding of what fundamentally drives your business. That means having a strong grasp of financials and how to use them to drive decisions, reinforce your position and secure resources. Beyond learning essential financial principles, you will also learn how to use the language and metrics that best resonate with senior-level executives, investors and the board and gain insight into the internal dynamics and politics that always surround financial information.

**Rick Black**

1 Friday, 9 a.m.–3 p.m. 5/12

\$395

### **Change Management Champion**

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

**Mike Thompson**

2 Fridays, 9 a.m.–3 p.m. 5/19, 6/2

\$595

## BRING SMU *to* YOU CUSTOM TRAINING



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

**CAROLE GREISDORF**

PROGRAM DIRECTOR OF LEADERSHIP PLANO



## FINANCIAL PLANNING CERTIFICATE PROGRAM

Learn how to help others create a secure financial future with the SMU Certificate Program in Financial Planning. This robust program combines expert instruction, CFP Board-registered curriculum and a flexible course schedule to prepare you to provide clients with financial guidance and investment advice. Upon completion of the course, you will have the foundational skills needed to take the CFP® exam and begin making a difference in the financial lives of your clients.



### INTENSIVE PROGRAM

Classes meet Tuesdays, 6–9:30 p.m.,  
and select Saturdays, 8:30 a.m.–5:30 p.m.

#### NEXT START DATE

January 17, 2017

Plano campus

Priority rate by January 3, 2017.

### TRADITIONAL/PACESETTER PATH

Classes meet Mondays and Wednesdays, 6–9:30 p.m.

#### NEXT START DATE

April 3, 2017

Dallas campus

Priority rate by March 20, 2017.

### 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.

### WHO SHOULD ATTEND

- Accountants
- Attorneys
- Investment advisors
- Bankers
- Stockbrokers
- Insurance agents
- Trust officers
- Retirement or benefits specialists
- Financial professionals interested in sitting for their CFP credentials

### 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)

“

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

AUTUMN K.

”



### >> LEARN MORE

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



## CHOOSE FROM THREE PACING OPTIONS

### ■ TRADITIONAL PATH

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

### ■ PACESETTER PATH

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

### ■ INTENSIVE PATH

The Intensive Path is an 11-month program that meets Tuesday evenings and select Saturdays on the Plano campus, beginning in January 2017. Tuition for this option is \$4,995 and is eligible for Sallie Mae loans. Tuition for the Intensive Path must be paid in advance and the cost per course is less than the other paths.

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

## HOW TO ENROLL

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



**CFP**  
EXAM PREP

Prepare for your  
CFP® exam with SMU  
and Dalton Test Prep.  
February 1–4, 2017



### Gretchen Behnke

**Principal & Financial Planner  
at Pearl Financial Planning LLC**

**SMU Certificate in Financial Planning**

#### What made you decide to get a Certificate in Financial Planning from SMU?

After several successful years as a corporate manager, I had the beginning of the idea that I wanted to have my own business, but I didn't know what I wanted to do. My financial planner and I started tossing around the idea of financial planning as a business for me.

The idea resonated with me – I knew firsthand the impact a financial planner from my own relationship. I just needed to learn the technical skills. When I found that SMU-in-Plano offered the CFP curriculum, it was a no-brainer!

#### What was your experience with the instructors at CAPE?

The instructors were experts in the field and in the industry and the program director was supportive and generous with the students. With his encouragement, I landed a contract at a small firm and was able to experience the business firsthand.

#### What impact has the SMU CAPE program had on your life?

After completing the program, passing the CFP Exam and gaining a year of experience, I was ready to launch my own solo firm. Pearl Financial Planning LLC opened its doors on November 1, 2016 thanks in large part to the strong foundation provided by the SMU CAPE programs.

#### Would you recommend CAPE courses to others?

Yes! I think it's important to keep growing, changing and improving ourselves and CAPE offers that opportunity – anyone can sign up, you don't need a prerequisite or degree. You can make your life into what you want it to be.



### SHARE YOUR STORY

**#mycapestory**

REGISTER ONLINE [SMU.EDU/CAPE](http://SMU.EDU/CAPE)



## U.S. INTELLIGENCE ANALYSIS CERTIFICATE PROGRAM

Learn how the U.S. intelligence community views the world in this five-day certificate program. Touching on all phases of the intelligence cycle, from requirements to reporting, the program outlines the decision-making process used by the U.S. State Department, Federal Bureau of Investigation, Homeland Security and Military Intelligence. Emphasizing real-world scenarios, students will have the opportunity to get realistic feedback from seasoned intelligence professionals through a capstone project. Whether you are looking to move into an intelligence role in public safety, government or the private sector, this program will provide a wealth of real-world experience from veterans of the intelligence community.



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

### NEXT START DATE

March 6, 2017

Dallas campus

**TUITION:** \$2,495

Organizational discounts and student loan options are available.

### KEY BENEFITS

#### ■ LEARN FROM THE EXPERTS

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

#### ■ UNDERSTAND THE PROCESS

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

#### ■ GAIN INSIGHT INTO ETHICAL CONSIDERATIONS

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

### 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 gathering and analysis 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. This program meets the federal standards set by the Department of Justice.

### HOW TO ENROLL

Applications are accepted on an ongoing basis. 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.

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

A RECENT PARTICIPANT



### >> LEARN MORE

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

# SMU CUSTOM TRAINING: Helping Create Engaged Employees Ready to Work in Real-World Situations

Our custom training is designed to meet your organization's needs. Whether you're looking to grow your team's soft skills, technical know-how or to build stronger bond within the team, SMU CAPE will customize a program for you.



## Our expertise includes:

- Digital marketing and social media
- Data analytics
- Supervision best practices
- Public speaking and presentation skills
- World languages for the workplace
- Change management and team dynamics
- Project management
- Written communications
- Team optimization, including assessment and relationship building
- Executive coaching

Any CAPE course can be adapted for custom training — you choose the time, place and duration to tailor your organization's experience. Schedule a consultation today at 214.621.4834 or [customtraining@smu.edu](mailto:customtraining@smu.edu).



SMU

CONTINUING AND  
PROFESSIONAL EDUCATION





## PARALEGAL STUDIES

### CERTIFICATE PROGRAM



Grow your knowledge and skills through the SMU Paralegal Studies Certificate Program. From preparing for hearings, trials or client meetings, you will gain the skills needed for a diverse career in the paralegal profession. This certificate program will give you the skills required to work in this demanding field. Whether you are currently in the legal field or are looking to enter, the 125 hour, six-month post-baccalaureate program will provide practical skills and knowledge you will use every day in the legal workplace.



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

#### NEXT START DATE

February 11, 2017

Dallas campus

Priority rate by January 27, 2017.

#### TUITION

\$5,495 – Priority Rate

\$5,745 – Standard Rate

Student loan options available.

#### KEY BENEFITS

##### ■ LEARN FROM THE EXPERTS

Each course is taught by practicing professionals – 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 to fit with your busy life.

#### WHO SHOULD ATTEND

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

#### REQUIRED COURSES

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

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

#### PROGRAM FORMAT

This program is offered in a face-to-face, classroom setting in a cohort format, which means you progress through the program with the same group of students, and runs from February through August, 2017. 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. Admission to the program requires a four-year undergraduate degree.

**Register and pay for the full certificate by the priority deadline to save \$250.**



#### >> LEARN MORE

View our informational video and read course descriptions on our website.

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





### Paige Yaney

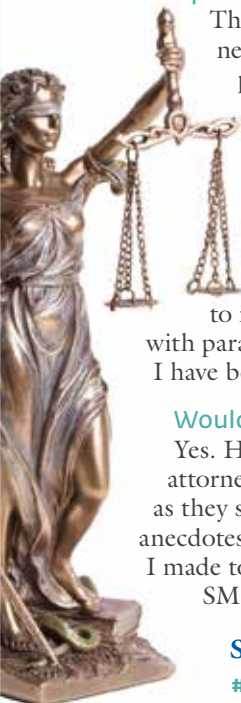
Paralegal Certificate Program Student  
Paralegal Intern, Dallas City Attorney's Office

#### What made you decide to enroll in the Paralegal Certificate Program at CAPE?

I've been a stay-at-home mom for the past 15 years and am ready to get back into the workforce. I've always been interested in the legal field, but the cost and length of time it would take to become a lawyer was daunting. A friend of mine suggested becoming a paralegal. I did some research, networked a bit and started looking for a program.

SMU's reputation was a deciding factor in choosing the CAPE program. With my Baylor undergraduate degree, and my master's degree from the University of Oklahoma, choosing SMU rounds out my résumé nicely.

#### What impact has the CAPE program had on your life?



The CAPE program provides a great network and resources. During our career preparation class our instructor, Michele Boerder, recommended we become members of the Dallas Area Paralegal Association. I joined the organization and requested a mentor. My mentor works for the City of Dallas. Through that connection, I got an internship that is giving me real job experience to include on my résumé, great connections with paralegals and attorneys and confidence since I have been out of the workforce for some time.

#### Would you recommend CAPE to others?

Yes. Having instructors who are all practicing attorneys really enriches the classroom experience, as they share their experiences and personal anecdotes. It's made me feel good about the decision I made to pursue the profession and attend the SMU CAPE program.

**SHARE YOUR STORY**

#mycapestory



## LEARNING ANYTIME, ANYWHERE

SMU CAPE online training programs give you the skills you need to enhance your career, at your own pace, on your own schedule from the comfort of your home.

Our online courses cover a large variety of occupations and industries, including:

- Law Enforcement
- Project Management
- Technical Writing
- Inbound Marketing
- Information Technology
- Nonprofit Leadership
- Test Preparation



[smu.edu/capeonline](https://smu.edu/capeonline)



## 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
- Board leadership, governance, ethics and financial transparency
- Culture of philanthropy and succession planning
- Leading change

The Leadership Certificate program is ideal for candidates who meet the following criteria: participants should have five years of experience in the nonprofit sector, five years of management experience, be an aspiring executive leader who is currently in a senior management position and/or a first-time or new Executive Director/CEO.

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

Next Start Date: March 24

6 Fridays, 9 a.m.–4 p.m.

Application and Early Bird Pricing Deadline is March 3, 2017.

Early Bird CNM Member Pricing \$900 | Regular CNM Member Pricing \$1,000

Early Bird Non-Member Pricing \$1,100 | Regular Non-Member Pricing \$1,200



CNM  CONNECT  
Partners for Social Good

### CERTIFICATE IN GRANT RESEARCH AND WRITING

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

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

### CERTIFICATE IN MANAGEMENT FOR TAX-EXEMPT AND NONPROFIT ORGANIZATIONS

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

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



# TEST PREPARATION

## COLLEGE AND GRADUATE ADMISSION

### SAT Blitz Preparation Course

With SMU Test Prep, you will reach your exam date ready to achieve peak performance. We will meet once-per-week, allowing you plenty of time to practice Reading, Math and Writing/Language skills between sessions. Our expert instructors provide small-group and one-on-one learning opportunities to help students gain test-taking skills specific to the SAT.

**4 Saturdays, 8:30 a.m.–12:30 p.m.**

4/1–4/29, skip 4/15 (DALLAS or PLANO)

4/29–5/27, skip 5/20 (DALLAS)

5/6–5/27 (PLANO)

**4 Sundays, 1–5 p.m.**

2/12–3/5 (DALLAS)

\$399

### SAT/ACT Intensive Program

Use your spring break or summer vacation to get a leg up on your test preparation strategy! Our SAT/ACT Spring Break and Summer Institutes include 20 hours of expert classroom instruction followed by online review sessions to help you prepare for the tests. **All workshops run Monday–Thursday, 9 a.m.–3 p.m.**

#### Spring Break Institutes

3/13–3/16 (DALLAS)

3/6–3/9 (PLANO)

\$495

#### ACT Summer Institutes

6/5–6/8 (DALLAS or PLANO)

7/17–7/20 (PLANO)

7/31–8/3 (DALLAS)

\$495

#### SAT Summer Institutes

6/19–6/22 (DALLAS)

7/10–7/13 (PLANO)

7/24–7/27 (DALLAS)

7/31–8/3 (PLANO)

\$495

### GMAT Preparation Course

Preparing to pursue an M.B.A. or other business degree can be a daunting task, especially when you've been out of school for a while. Our course will help you save time, eliminate mistakes and improve your GMAT score. The course covers the Quantitative, Verbal, Integrated Reasoning and Analytical Writing sections of the GMAT. It also prepares you for the various types of questions and specific skills tests that you will encounter in each component of the GMAT.

**Section A: SA, 8 a.m.–12 p.m. 1/21–2/25**

**Section B: T/TH, 6–9 p.m. 3/28–4/20**

\$999

### GRE Preparation Course

Get the complex quantitative and verbal skills you need to succeed on the GRE. We'll cover each of the three main sections of the GRE General Test: Analytical Writing, Verbal Reasoning and Quantitative Reasoning. This course is designed for current college students, recent graduates and potential graduate school applicants.

**Section A: SA, 1–5 p.m. 1/21–2/25**

**Section B: M/W, 6–9 p.m. 3/29–4/24**

\$999

### LSAT Preparation Course

Maximize your performance with this intensive course, focusing on proven techniques to simplify the LSAT. Learn easy-to-apply strategies for answering Logical Reasoning questions and Reading Comprehension passages. Gain strategies for understanding and quickly solving Analytical Reasoning logic games. This course is ideal for current undergraduates, recent graduates and anyone looking to apply to law school.

**Section A: T/TH, 6–9:20 p.m. 1/5–2/2**

**Section B: M/W, 6–9 p.m. 4/26–6/7, skip 5/10, 5/15, 5/29**

**Section C: T/TH, 6–9 p.m. 4/27–6/6**

\$999

*Online options are also available at [smu.edu/testprep](http://smu.edu/testprep).*

free

WORKSHOPS

Test Prep Strategy Workshops

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

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



## JANUARY

Why Is That A Masterpiece? p. 27  
 The Legacy of Henry VIII **NEW** p. 34  
 Italian: Advanced Grammar p. 31  
 Italian: Intermediate Conversation p. 31  
 The Journalism of Hunter S. Thompson, Part I **NEW** p. 32  
 Mindful Self-Compassion p. 35  
 Beginning Calligraphy p. 29  
 Screenwriting Workshop, Level II p. 33  
 Intermediate Spanish Conversation p. 31  
 French for Beginners, Level I **NEW** p. 31  
 French for Beginners, Level II **NEW** p. 31  
 How to Self-Publish Your Book **NEW** p. 32  
 Spanish Conversation, Level I p. 31  
 The Cinematic Child in Spain and Latin America p. 33  
 Beginning Digital Photography p. 30  
 The Art and Influence of Marie Antoinette **NEW** p. 27  
 Screenwriting Workshop, Level I p. 33  
 European Travel Skills for Beginners p. 34  
 Beginning Piano, Level II p. 30  
 Intermediate Piano, Level I p. 30  
 Intermediate Piano, Level III **NEW** p. 30  
 Spanish for Beginners, Level I p. 31  
 Spanish for Beginners, Level II p. 31

## FEBRUARY

Beginning Hand Weaving **NEW** p. 29  
 Oil Painting for Beginners p. 29  
 Printmaking, Level II p. 29  
 Financial \$ense Workshops: Retirement Planning Series p. 35  
 Financial \$ense Workshop: Strategies for Savings p. 35  
 Time Management p. 35  
 Gallery Hopping p. 28  
 Avoiding Life's Financial Pitfalls p. 35  
 Creating a Smart Investment Plan p. 35  
 The Art of Spanish Love Poetry **NEW** p. 33  
 African-American Art History in Texas **NEW** p. 27  
 Italian for Travelers p. 31  
 The Architecture of Howard Meyer **NEW** p. 28  
 The History of Jazz p. 30  
 Organize Your Way Out of Debt **NEW** p. 35  
*Tom Jones*: Romp Through 18th-Century England p. 32  
 Intermediate Digital Photography p. 30  
 Why Is That A Masterpiece? p. 27  
 Introduction to Drawing p. 28  
 Financial Literacy for Women p. 35

## MARCH

How to Effectively Communicate with Left-and Right-Brain People p. 35 3/1  
 Financial \$ense Workshop: What To Know Before Retirement p. 35 3/1  
 The Journalism of Hunter S. Thompson, Part II **NEW** p. 32 3/2  
 Painting Dallas Landscapes p. 29 3/4  
 Intermediate Calligraphy p. 29 3/6  
 Weeping Men and Masculinity in Contemporary Spanish and Latin American Cinema p. 33 3/8  
 Exploring Media: Watercolor p. 29 3/15  
 Tai Chi for Relaxation and Calming p. 35 3/15  
 Photography Workshop **NEW** p. 30 3/18  
 Abstract Painting p. 29 3/20  
 Renaissance Italy p. 34 3/20  
 Italian for Beginners p. 31 3/20  
 Music History in Context: Rock and Roll p. 30 3/20  
 Italian for Travelers p. 31 3/21  
 Spanish Conversation, Level II p. 31 3/21  
 Spanish: Advanced Grammar **NEW** p. 31 3/21  
 Eight Architects Who Shaped Dallas **NEW** p. 28 3/22  
 Spanish for Beginners, Level I p. 31 3/22  
 Spanish for Beginners, Level III p. 31 3/22  
 Hand Weaving: Color and Weave **NEW** p. 29 3/23  
 Time Management p. 35 3/23  
 Figure Drawing p. 28 3/27  
 Art of the Ancient Andes **NEW** p. 27 3/29

## APRIL

Short Stories from Spain and Latin America p. 33 4/3  
 Jane Austen Celebrates **NEW** p. 34 4/4  
 James Madison and the Inside Story of the U.S. Constitution p. 34 4/5  
 Italian: Intermediate Conversation p. 31 4/5  
 Financial \$ense Workshop: Will My Money Last? p. 35 4/5  
 Europe with Kids **NEW** p. 34 4/6  
 Step into the Global Art Scene p. 28 4/8  
 From Page to Screen: Film Adaptations Inspired By the Work of Jane Austen **NEW** p. 33 4/12  
 Modern Art from the Phillips Collection **NEW** p. 27 4/20

## MAY

Intermediate Jewelry Making **NEW** p. 29 5/2  
 Edith Wharton: Influencing Design in Literature and At Home **NEW** p. 32 5/3  
 The Making of *The African Queen* **NEW** p. 33 5/9

## SUMMER

Modern Art from the Phillips Collection **NEW** p. 27 6/1  
 Online Intensive French for Beginners p. 31 6/5  
 American Prints at the Dallas Museum of Art **NEW** p. 27 6/22  
 Taos Painting Experience: Summer 2017 p. 28 7/9  
 American Prints at the Dallas Museum of Art **NEW** p. 27 7/13





# PERSONAL ENRICHMENT | INFORMAL COURSES FOR ADULTS

## ART HISTORY

### Art of the Ancient Andes: Art History and Archaeology Collide **NEW**

Indiana Jones meets Robert Langdon in this art-filled adventure through the ancient Andes region of Peru. We will explore Andean art and architecture produced before the Spanish conquest of Peru with regard to style, iconography and sacred symbolism as well as cultural context. In class and on a field trip to tour the DMA's superb Andean art collection, you will learn how to approach and engage with unfamiliar works of art and will gain experience in observation, visual analysis and critical reading.

Lauren Hughes, M.A.  
4 W, 12:30–2:30 p.m. 3/29–4/19 \$129

### Edith Wharton: Influencing Design in Literature and At Home **NEW**

While you may be familiar with the literary works of Edith Wharton, she also was profoundly influential on the field of interior design. Before turning to fiction, Wharton wrote *The Decoration of Houses*, which has been called “arguably the most influential book ever published by an American on interior decoration and design.” This course will provide a fascinating look at this multi-faceted, talented woman – connecting her personal history and aesthetic approach with the elaborate settings she created for her fictional characters and her own family.

Jann Mackey, Ph.D.  
1 W, 7–8:30 p.m. 5/3 \$39



### The Art and Influence of Marie Antoinette **NEW**

Let's untangle the story of Marie Antoinette, one of history's most infamous characters, through the paintings, furniture and decorative arts that created a sumptuous atmosphere of grandeur around the tragic queen and her court at the Palace of Versailles. Our study and discussion of these objects will shed light on the political climate of 18th-century France, the forces that led to the French Revolution and the long-lasting influence that Marie Antoinette continued to have on art and design.

Lauren Hughes, M.A.  
4 TH, 6–8 p.m. 1/26–2/16 \$129



### African-American Art History in Texas **NEW**

Learn about the rich heritage of African-American artistic achievements in Texas and discover artworks created in a variety of genres and styles. This lesser-known aspect of Texas art history will introduce you to the important African-American artists who contributed to the cultural landscape of our state. Each class also will incorporate an interactive component to complement our historic and scholarly investigation of these artists.

Rae Pleasant  
4 T, 6:30–8:30 p.m. 2/7–2/28 \$129

### Why Is That a Masterpiece?

Join us to explore why iconic works of art from the modern era hold such an enduring fascination for us today and why artists working a century ago continue to be so influential. Learn the language of art and art historical terminology, investigate the origin of styles such as Cubism and discover how modern artists were influenced by the politics, current events and cultural climate of their day.

Lane Banks  
Section A: 5 TH, 1:30–3 p.m. 1/12–2/16, skip 2/9  
Section B: 5 TH, 7–8:30 p.m. 2/23–3/23 \$149

### American Prints at the Dallas Museum of Art **NEW**

This course will highlight rarely-exhibited artworks by three centuries of important American artists like Paul Revere, Winslow Homer, Mary Cassatt, Edward Hopper, Romare Bearden and Andy Warhol, among many others. We will discuss and compare prints to paintings or sculptures by those same artists, as well as their contemporaries, and within the larger context of American art movements. This course includes a visit to the DMA to tour its special exhibition *Visions of America: Three Centuries of Prints from the National Gallery of Art*.

Lane Banks  
Section A: 3 TH, 1:30–3 p.m. 6/22–7/6  
Section B: 3 TH, 7–8:30 p.m. 7/13–7/27 \$129

### Modern Art from the Phillips Collection **NEW**

Chart a course through the major art movements of the 19th and 20th century and get prepared for a well-informed visit to the Kimbell Art Museum's spring exhibition, *Modern Vision: European Masterworks from the Phillips Collection*. Washington D.C.'s Phillips Collection opened in 1921 as the first American museum devoted to modern art and now holds more than 4,000 works ranging from French Impressionism to those by contemporary artists. Through examples from the Phillips, we will review major art movements of the 19th and 20th centuries and will examine work of important artists from Bonnard to Van Gogh.

Lane Banks  
Section A: 3 TH, 1:30–3 p.m. 4/20–5/4  
Section B: 3 TH, 7–8:30 p.m. 6/1–6/15 \$109

### **Eight Architects Who Shaped Dallas NEW**

Trace the architectural history of Dallas through the work of eight architects who made lasting and meaningful contributions to the landscape of our city. Explore important buildings by Hal Thomson, O'Neil Ford, George Dahl, Mark Lemmon, Charles Dilbeck and others. Discover the individual style of and collective legacy of these extraordinary architects in our city and beyond.

Jann Mackey, Ph.D.

1W, 7-8:30 p.m. 3/22 \$39

### **The Architecture of Howard Meyer NEW**

Arguably the most important architect to work in Dallas, Howard Meyer designed some of the city's best examples of mid-century modern architecture. Influenced by the work of Le Corbusier and the European modernists, Meyer introduced sophisticated, cultivated style to the city's prominent neighborhoods – the Park Cities, Greenway Parks and Lakewood. Join us to learn more about the career and work of Howard Meyer, including Temple Emanu-El and a number of private residences designed for Dallas' social elite.

Jann Mackey, Ph.D.

1W, 7-8:30 p.m. 2/8 \$39

### **Gallery Hopping**

Join art guru Gail Sachson to visit some of the city's leading galleries to discover Dallas' vibrant art scene. Become an art insider and engage in lively and provocative discussion about the latest happenings in the art world.

Gail Sachson, M.F.A.

1 SA, 1-3:30 p.m. 2/4 \$59

### **Step into the Global Art Scene: The Dallas Art Fair**

With its outstanding museums, cultivated connoisseurs and glittering galas, Dallas has become a major international art destination. This class offers a passport to the art world, its stars and their antics. Join us for an insider's view of the 2017 Dallas Art Fair, with an expert to guide you through the maze of offerings of modern and contemporary art. Admission to the Dallas Art Fair is included in the course fee.

Gail Sachson, M.F.A.

1 SA, 1-3:30 p.m. 4/8 \$65

### **A Taste of Italy's Cultural Legacy NEW**

Join native Italian and professional tour guide, Piero Pargliardini, as he introduces you to a variety colorful and important characters who have shaped Italy's cultural legacy. This course will acquaint you with Italian artists, musicians, filmmakers and intellectuals as well as the customs and local flavor of their respective hometowns.

Piero Pargliardini

Visit [smu.edu/cape](http://smu.edu/cape) for dates and times. \$109

## **STUDIO ART**

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

### **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. 2/27-4/3 \$235

### **Figure Drawing**

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

Peter Ligon, M.F.A.

6 M, 6:30-9 p.m. 3/27-5/1 \$255



### **Taos Painting Experience**

Immerse yourself in the diverse and breathtaking landscape of Northern New Mexico in this unique, intensive seven-day workshop. Starting from our home base at SMU's Fort Burgwin campus, we will paint at a different location each day (weather permitting). You also will have open access to our studio at Fort Burgwin and are encouraged to work at your own pace. We will take advantage of opportunities for sunset and night paintings, as well as evening lectures. We will conclude our experience with a short painting session, final critique and a group meal. Visit [smu.edu/Taos](http://smu.edu/Taos) for travel information and suggested accommodations near SMU-in-Taos.

Suzanne Kelley Clark, M.F.A.

Summer, SU-SA, 9 a.m.-4 p.m. 7/9-7/15 \$650

Fall, SU-SA, 9 a.m.-4 p.m. 9/17-9/23 \$650

### Exploring Media: Watercolor

Explore watercolor painting through demonstrations, instruction and practice with various techniques unique to this delicate medium. You will develop your own style through experimentation and study the work of watercolorists throughout history. This course is open to beginning and experienced students alike, who may use class time to develop individual projects and refine techniques. Regardless of experience level, you will receive individual guidance to gain knowledge and skills to improve your watercolor practice.

Suzanne Kelley Clark, M.F.A.

6W, 7–10 p.m. 3/15–4/19 \$235

### Oil Painting for Beginners

New and experienced painters alike will be introduced to the fundamentals of painting with oil in this six-week course. You will investigate the materials and techniques unique to oil painting and learn special considerations for working with this medium. With individual guidance in an informal, supportive environment, you will expand your knowledge of art elements and principles, learn about different methods and styles and enhance your painting skills through a series of class projects.

Suzanne Kelley Clark, M.F.A.

6W, 7–10 p.m. 2/1–3/8 \$235

### Painting Dallas Landscapes: All Media

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

Suzanne Kelley Clark, M.F.A.

8 SA, 9:30 a.m.–12:30 p.m. 3/4–4/29, skip 4/15 \$299

### Abstract Painting

Explore the work of leading abstract artists while experimenting with the materials and techniques of abstract painting in weekly projects. You will learn about the history of abstract painting, as well as the process, by examining the work of Robert Motherwell, Willem DeKooning, Mark Rothko, Frank Stella, Amy Sillman, Carrie Moyer and others. These artists will inspire your own abstract painting projects, where you will investigate color theory, improvisation and composition. You will leave with five completed paintings at the end of the course.

Anna Membrino, M.F.A.

5 M, 5:45–8:45 p.m. 3/20–4/17 \$215

### Printmaking, Level II: Line Etching and Aquatint

Bring out your inner Rembrandt, Goya or Picasso while exploring the line etching and aquatint etching techniques used by these artists. Etching is a process in which compositions of lines and tonal areas are created on copper plates, which are then exposed to acid baths to “etch” lines into the metal. The plates are then inked and printed on paper, allowing for multiple “editions” of prints to be created.

Peter Ligon, M.F.A.

8W, 6:30–9 p.m. 2/1–3/29, skip 3/15 \$255



### Beginning Hand Weaving **NEW**

Hand weaving is an ancient art form that continues to thrive in the twenty-first century. Many artists are creating pieces with modern sensibilities using traditional techniques. This introductory-level course will introduce weaving tools, techniques, history and vocabulary, and you will learn to create your own fabric. Using a simple rigid heddle loom, you will complete a sample swatch and a woolen scarf over the course of four sessions. **Note: Registration fee includes a loom to use in class and all materials.**

Anne Cameron, Ph.D.

4 W, 1:30–3 p.m. 2/1–2/22 \$219

### Hand Weaving: Color and Weave Techniques **NEW**

Learn how set up and use a small, simple loom (a rigid heddle loom) to create your own handwoven fabric. In this hands-on course, you will be introduced color theory and a variety of weave techniques, and you will create a color-and-weave sampler to practice making patterns. This course is open to students of all levels, and no previous experience is necessary. **Note: Registration fee includes a loom to use in class and all materials.**

Anne Cameron, Ph.D.

4 TH, 1:30–3 p.m. 3/23–4/13 \$219

### Beginning Calligraphy: The Art of Hand Lettering

Develop beautiful hand lettering skills in five distinct styles in this course, which will introduce the tools and techniques of calligraphy. In the course of six lessons, you will become comfortable using a variety of materials and confident in developing a calligraphic composition.

Susie-Melissa Cherry

6 M, 6–7:30 p.m. 1/23–2/27 \$149

### Intermediate Calligraphy

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

Susie-Melissa Cherry

6 M, 6–7:30 p.m. 3/6–4/10 \$149

### Intermediate Jewelry Making **NEW**

Learn how to create intricate handmade jewelry. We will experiment with sophisticated design elements, using advanced techniques to create jewelry made from beads, wires, thread and other materials. This course will improve your technical prowess to create complicated designs that look polished and professional. **Note: Registration fee includes all materials.**

Emely Galiana Tascon

2 T, 2 TH, 6:30–8:30 p.m. 5/2–5/11 \$234



## PHOTOGRAPHY

### Beginning Digital Photography

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

Teresa Rafidi

4 W, 6–8:30 p.m. 1/25–2/15

\$275

### Intermediate Digital Photography

Create more compelling images with a better understanding on your camera and photography principles. In this course, we will revisit basic settings on DSLR cameras. You will learn to use advanced settings, various camera accessories and lenses through lectures, hands-on exercises and critiques.

Teresa Rafidi

4 W, 6–8:30 p.m. 2/22–3/15

\$275



### Photography Workshop: Arts District Photo Walk **NEW**

Photography students: practice your skills on location. Students with some previous photography experience will take your learning experience outside of the classroom in this hands on workshop! Practice using your camera and learn more about principles of composition, perspective and other design elements on location in Dallas' vibrant urban arts district. You will have the opportunity to try a variety of techniques, to explore your camera controls and to improve your skills in the field. Please bring your own camera (with extra memory cards and fully-charged batteries) and be prepared to be on your feet for several hours.

Teresa Rafidi

1 SA, 9 a.m.–1 p.m. 3/18

\$89

## MUSIC

### Beginning Piano, Level II

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

Daniel O'Donoghue, M.M.

12 SA, 8:45–9:45 a.m. 1/28–4/29, skip 3/18, 4/15

\$349

### 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 gain a deeper understanding of music theory. We will also explore harmonization and improvisation.

Daniel O'Donoghue, M.M.

12 SA, 10–11 a.m. 1/28–4/29, skip 3/18, 4/15

\$349

### Intermediate Piano, Level III **NEW**

Increase your confidence and develop a diverse musical repertoire in *Intermediate Piano, Level III*. For dedicated students who have mastered basic piano skills and are confident in reading music, this course will provide supportive instruction. You will learn to play more complicated pieces and to understand advanced music theory.

Daniel O'Donoghue, M.M.

12 SA, 11:15 a.m.–12:15 p.m. 1/28–4/29, skip 3/18, 4/15

\$349

### The History of Jazz

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

Kim Corbet, M.M.

4 M, 7–9 p.m. 2/13–3/6

\$129

### Music History in Context: Rock and Roll

Step back in time with the stars that made rock and roll what it is today. In this chronological tour of rock and roll, you will discover connections between popular music, the musicians and the audience, as well as the social and political environment in which music was created. This class is for music lovers who want to know more about the context of the songs that have been an important part of American culture for the last sixty years.

Kim Corbet, M.M.

6 M, 7–9 p.m. 3/20–4/24

\$149



## LANGUAGES

### Spanish

#### Spanish for Beginners, Level I

This entry-level course provides an introduction for students with no previous experience with Spanish. You will learn essential vocabulary and grammar and explore customs and cultural insights from various Spanish-speaking countries.

Lucille Herrera, M.A.

Section A: 14 M, 7:30–9 p.m. 1/30–5/8, skip 3/13 \$299

Alba Carvajal, M.A.

Section B: 14 W, 7–8:30 p.m. 3/22–6/21 \$299

#### Spanish for Beginners, Level II

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

Lucille Herrera, M.A.

14 M, 6–7:20 p.m. 1/30–5/8, skip 3/13 \$299

#### Spanish for Beginners, Level 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.

14 W, 5:30–6:50 p.m. 3/22–6/21 \$299

#### Spanish: Advanced Grammar **NEW**

Learn the essential grammar structures so that you are clearly understood in both spoken and written Spanish. For advanced students only.

Alba Carvajal, M.A.

14 T, 6–7:30 p.m. 3/21–6/20 \$299

#### Charlar y Conversar: Spanish Conversation

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

Luz Maria Duqué, M.A.

Level I: 6 T, 7–8:30 p.m. 1/24–2/28 \$129

Level II: 6 T, 7–8:30 p.m. 3/21–4/25 \$129

Intermediate: 6 M, 7–8:30 p.m. 1/23–3/6, skip 2/20 \$129

### French

#### French for Beginners, Level I **NEW**

Learn French! With little or no knowledge of French, you will learn basic vocabulary and grammar in this introductory course. It will help you develop the speaking, listening, reading and writing skills necessary to communicate effectively in French.

Thierry Tirado, M.A.

12 T, 6–7:20 p.m. 1/24–4/18, skip 3/14 \$255

#### French for Beginners, Level II **NEW**

If you ready to add to your elementary French language knowledge, this course is designed for you. It introduces additional components to improve your communication and comprehension skills. Weekly lessons will cover grammar and vocabulary, and offer opportunities to improve your conversational skills.

Thierry Tirado, M.A.

12 T, 7:30–9 p.m. 1/24–4/18, skip 3/14 \$255

### Italian

#### Italian for Beginners: Review and Practice

If you previously have taken Italian classes and need a refresher, this course offers an opportunity to dust off your language skills. We will revisit more advanced vocabulary and grammar concepts and you will improve your pronunciation through conversation and classroom discussion.

Damiano Bonuomo, M.A.

9 M, 6–7:30 p.m. 3/20–5/15 \$199

#### Italian for Travelers

Planning a trip to Italy soon? Learn essential phrases, vocabulary and pronunciation tips, as well as Italian customs and culture that will help you feel at home in any piazza or *pensione*. This course complements regular Italian courses; however, no previous Italian study is required.

Damiano Bonuomo, M.A.

Section A: 4 T, 6–8 p.m. 2/7–2/28

Section B: 4 T, 6–8 p.m. 3/21–4/11 \$129

#### Italian: Advanced Grammar

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

Damiano Bonuomo, M.A.

10 W, 6–7:20 p.m. 1/18–3/29, skip 3/15 \$199

#### Italian: Intermediate Conversation

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

Damiano Bonuomo, M.A.

Section A: 10 W, 7:30–9 p.m. 1/18–3/29, skip 3/15

Section B: 8 W, 6–8 p.m. 4/5–5/24 \$199

#### Online Intensive French for Beginners **NEW**

Offered in Partnership with SMU's Department of World Languages and Literatures. Learn the French language in a condensed, online format. Gain confidence and acquire accuracy in French through focus upon the four basic language skills: speaking, listening comprehension, reading and writing. Instruction will include synchronous class sessions, self-paced individual and group exercises. Successful students will adhere to a weekly minimum time commitment of five hours for the duration of the course.

6/5–7/5, Visit [smu.edu/cape](http://smu.edu/cape) for more details



## LITERATURE AND FILM

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

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

James Greene, M.A.  
8 T, 7–9 p.m. 2/21–4/11

\$239

### **Edith Wharton: Influencing Design in Literature and At Home NEW**

While you may be familiar with the literary works of Edith Wharton, she also was profoundly influential on the field of interior design. Before turning to fiction, Wharton wrote *The Decoration of Houses*, which has been called "arguably the most influential book ever published by an American on interior decoration and design." This course will provide a fascinating look at this multi-faceted, talented woman – connecting her personal history and aesthetic approach with the elaborate settings she created for her fictional characters and her own family.

Jann Mackey, Ph.D.  
1 W, 7–8:30 p.m. 5/3

\$39

### **Jane Austen Celebrates: Holidays and Occasions Regency-Style NEW**

Delve into the beliefs and traditions of Jane Austen's Regency Era through the holidays and occasions of the time. Participate in engaging discussions around seasonal, traditional and religious observances celebrated by characters like Elizabeth Bennet, the Dashwood sisters and Emma Woodhouse. The course will explore the origins of these celebrations as well as the similarities and differences of holidays today.

Lindy Bell  
1 T, 7–9 p.m. 4/4

\$39

### **The Journalism of Hunter S. Thompson, Part I: Before He Was Gonzo NEW**

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

Michael Lindenberger, J.D.  
4 TH, 7–9 p.m. 1/19–2/9

\$129

### **The Journalism of Hunter S. Thompson, Part II: After Gonzo NEW**

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

Michael Lindenberger, J.D.  
4 TH, 7–9 p.m. 3/2–3/23

\$129



### **How to Self-Publish Your Book – Economically, Quickly and Professionally NEW**

Attention authors: discover the secrets of self publishing that will get your book read. Through this course, you will learn all aspects of producing and promoting a professional book – from navigating the administrative details of the publishing process, to getting your book in stores (online and brick and mortar) and attracting readers' attention. Drawing from her successful personal experience, your instructor will share tips to get published in a minimal amount time, mindful of budget. If you are looking for a comprehensive overview of the print-on-demand world, this course is for you.

Len Bourland, M.L.S.  
3 T, 7–8:30 p.m. 1/24–2/7

\$109

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**From Page to Screen: Film Adaptations Inspired By the Work of Jane Austen NEW**

Jane Austen's work has influenced countless authors, playwrights and filmmakers. In this course, you will explore what makes her work so popular and why the social mores of Regency period in England are so universal. Each week, we will watch a different film adaptation inspired by Jane Austen to discuss the social and historical context that shaped them. We'll also take a fresh look at these adaptations to identify their overarching themes with a critical analysis related to gender and aesthetics.

Noelia Saenz, Ph.D.

4 W, 6:30–9:30 p.m. 4/12–5/3

\$139

**Katharine Hepburn and Humphrey Bogart: The Making of *The African Queen* NEW**

Take a trip through the Belgian Congo on *The African Queen* with Humphrey Bogart and Katharine Hepburn, where you will explore the great movie and its iconic actors. This romantic adventure movie, filled with humor and drama, holds a special place in film history, winning four Academy Awards when it was released in 1951. Learn more about the production of this important film and why it marked an important achievement for its director and iconic stars.

Martha Anne Fielder, Ph.D.

3 T, 7:30–9 p.m. 5/9–5/23

\$99

**Screenwriting Workshop, Level I**

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

Rex McGee

6 TH, 7–10 p.m. 1/26–3/2

\$225

**Screenwriting Workshop, Level II**

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

Rex McGee

6 M, 7–10 p.m. 1/23–2/27

\$225

**Study Spanish Literature and Cinema****Poesía del Amor: The Art of Spanish Love Poetry NEW**

This course, conducted primarily in Spanish for advanced students, explores the history and evolution of Spanish love poetry. Read and discuss works of the Spanish Golden Age from the sixteenth and seventeenth centuries; to the Romantic poets of the nineteenth century; to the modern works of Pablo Neruda and his contemporaries. Improve your Spanish language skills and learn about wonderful writers whose work epitomizes the manifestation of love.

Rosa Jara-Simmons, Ed.D.

6 M, 6–7:30 p.m. 2/6–3/20, skip 3/13

\$179

**Short Stories from Spain and Latin America**

Discover Spanish literature through a variety of contemporary 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. The registration fee includes all reading materials.

Rosa Jara-Simmons, Ed.D.

6 M, 6–7:30 p.m. 4/3–5/8

\$179

**The Cinematic Child in Spain and Latin America**

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

Noelia Saenz, Ph.D.

5 W, 6:30–9:30 p.m. 1/25–2/22

\$149

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

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

Noelia Saenz, Ph.D.

4 W, 6:30–9:30 p.m. 3/8–3/29

\$139



## HISTORY, CULTURE AND TRAVEL

### The Legacy of Henry VIII: Rulers, Religion and the Rise of the Golden Age **NEW**

After the tumultuous reign of Henry VIII, his heirs came to the throne in quick succession. Henry's daughter by Anne Boleyn, Elizabeth, became the last monarch of the Tudor dynasty and ruled England in its so-called Golden Age. This course will tell the intertwined story of the later Tudors, including Edward VI, Lady Jane Grey (who ruled for only nine days), Mary Queen of Scots and Elizabeth I; the fitful development of the English Reformation; and the rise of the Elizabethan Era under the last Tudor ruler.

Martha Anne Fielder, Ph.D.

5 T, 7:30–9 p.m. 1/17–2/28, skip 1/31, 2/14

\$149

### Renaissance Italy: Magnificence and Malevolence in the House of Medici **NEW**

Explore the history and culture of fifteenth-century Italy, when the arts flourished under the patronage of the Medicis of Florence. Renowned for masterpieces of art and architecture by artists such as Michelangelo and Leonardo, the Renaissance also produced major achievements in literature, music and philosophy. Discover the connections between the rules of the House of Medici and the art of the Renaissance in this interactive course.

Martha Anne Fielder, Ph.D.

5 M, 7:30–9 p.m. 3/20–4/17

\$149

### A Taste of Italy's Cultural Legacy **NEW**

Join native Italian and professional tour guide, Piero Pargliardini, as he introduces you to a variety colorful and important characters who have shaped Italy's cultural legacy. This course will acquaint you with Italian artists, musicians, filmmakers and intellectuals as well as the customs and local flavor of their respective hometowns.

Piero Pargliardini

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

\$109

### Jane Austen Celebrates: Holidays and Occasions Regency-Style **NEW**

Delve into the beliefs and traditions of Jane Austen's Regency Era through the holidays and occasions of the time. Participate in engaging discussions around seasonal, traditional and religious observances celebrated by characters like Elizabeth Bennet, the Dashwood sisters and Emma Woodhouse. The course will explore the origins of these celebrations as well as the similarities and differences of holidays today.

Lindy Bell

1 T, 7–9 p.m. 4/4

\$39



#### >> ENROLL EARLY AND SAVE

Register two or more weeks in advance and receive an early registration discount.

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

### James Madison and the Inside Story of the U.S. Constitution

Join statesman James Madison, known as the "Father of the Constitution," for a ringside seat at Philadelphia's 1787 Constitutional Convention. His meticulous notes provide invaluable insights into the four months of debates, arguments, compromises and decisions that resulted in the framework that guides our government to this day. Madison's *Notes of Debates in the Federal Convention*, published posthumously in 1840, is the best single record of the Constitutional Convention and reveals the inside story of the creation of the cornerstone of American democracy.

Jody Potts, Ph.D.

4 W, 1:30–3 p.m. 4/5–4/26

\$109



### European Travel Skills for Beginners

Are you planning your first trip to Europe? With an expert as your guide, learn how to travel smoothly and affordably through Europe while discovering practical ways to plan your trip to make the most of your time and money. Your instructor, a member of Rick Steves' team, 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 TH, 6:30–9 p.m. 1/26

\$45

### Europe with Kids: Successful, Stress-Free Travel for Everyone **NEW**

A trip across the Atlantic with children involves careful planning and particular considerations for the needs of both kids and adults. This course will give you the tools to plan a European vacation that is fun and family-friendly and that meets the needs of all travelers. Learn how to create a smart itinerary for kids and adults alike. With tips about what to bring, when to go, where to stay and to eat, this information-packed course will equip you to plan a family trip that will provide a lifetime of memories.

Cary Walker

1 TH, 7–9 p.m. 4/6

\$39



PERSONAL DEVELOPMENT

Mindful Self-Compassion

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

Denette Mann, M.Ed. and Gretchen Manes, M.S.  
1 SA, 9:30 a.m.-12:30 p.m. 1/21 \$45

Time Management: How to Get (and Keep) on Track

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

Allison Venuto, M.A.  
Section A: 2 TH, 6:30-8:30 p.m. 2/2, 2/9  
Section B: 2 TH, 6:30-8:30 p.m. 3/23, 3/30 \$79

How to Effectively Communicate with Left-and Right-Brain People

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

Jody Potts, Ph.D.  
4 W, 1:30-3 p.m. 3/1-3/22 \$149

Tai Chi for Relaxation and Calming

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

Lavada Smith, Ph.D.  
6 W, 6-7:30 p.m. 3/15-4/19 \$99  
Course meets at Plano campus.

“

*My students are working to meet a goal – they are either trying to improve something, working on a business promotion, growing their soft skills. I love seeing how they put the information they learn into play in their professional and personal lives.*

ALLISON VENUTO  
CAPE PERSONAL DEVELOPMENT INSTRUCTOR

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PERSONAL FINANCE

Financial Sense Workshops: Retirement Planning Series

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

Bradley Wilson, CFP®	Workshop Series: \$109
2/1 Strategies for Savings	\$45
3/1 What To Know Before Retirement	\$45
4/5 Will My Money Last?	\$45

Avoiding Life's Financial Pitfalls

Financial progress occurs both through brilliant decision making and avoiding big mistakes. In this course, we'll discuss the most common financial mistakes, learn how to avoid the pitfalls and discover why ignoring the little errors can be costly. You will also learn what an appropriate investment strategy looks like, the importance of income tax planning, how to determine the amount you need to retire, considerations on taking social security and other topics regarding estate planning, insurance and debt management.

William Larson, CFP®  
3 M, 6:30-9 p.m. 2/6-2/27, skip 2/20 \$149

Avoiding the Big Mistake: Creating a Smart Investment Plan

Many would-be investors become overwhelmed in the intimidating world of investing. It becomes easy to take 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 will 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. 2/6-3/3, skip 2/20 \$149

Financial Literacy for Women

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

Patrisha Lee, M.B.A., CFP®  
3 T, 6-9 p.m. 2/28-3/14 \$149

Organize Your Way Out of Debt **NEW**

Start the new year on a path to a new money mindset. It's no surprise that studies have found that money and finances are top causes of stress. In this course, you will learn about tools and techniques to tackle those financial stressors by managing money effectively. Through class discussions and activities, you will practice organizational strategies and tactics to reduce debt and achieve your financial goals.

Allison Venuto, M.A.  
1 TH, 6:30-8:30 p.m. 2/16 \$39

## GENERAL FAQ'S

### HOW DO I REGISTER?

- **Online.** Enrollment is quick and easy [online](https://www.smu.edu/cape). Register for classes by subject, instructor or location. Please visit us at [www.smu.edu/cape](https://www.smu.edu/cape) for a list of current course offerings.
- **By fax or mail.** Print a registration form for informal and individual courses from our website's FAQ page and submit it by mail or by fax with credit card information or a check payable to SMU.
- **In person.** Call or come by our office where a staff member will be happy to assist you with the registration process. Contact us at the CAPE office, 214-768-2273.
- **Note:** Students must enroll before attending a course. Payment is due in full at the time of registration. Instructors are unable to process enrollment requests or accept fees.

### WHO CAN TAKE CONTINUING AND PROFESSIONAL EDUCATION COURSES?

- Courses are generally available to students 18 years of age or older. Due to liability issues, we are unable to offer these courses to students younger than 18 (with the exception of selected pre-college and youth programs).
- Most courses have no prerequisites. Should a course require experience in a certain field or enrollment in a previous class, this will be clearly marked in the course description online.
- The requirements for each professional and certificate program vary by program. Please view specific requirements for each program under their program details page on our website.

### WHERE DO I PARK FOR MY CLASS?

- You will receive enrollment confirmation and course reminders via emails for all CAPE courses. In addition, a parking pass with additional details and directions also will be sent to all attendees.
- Parking in an undesignated parking area may result in a parking fine.

### DOES CAPE OFFER ANY FINANCIAL ASSISTANCE?

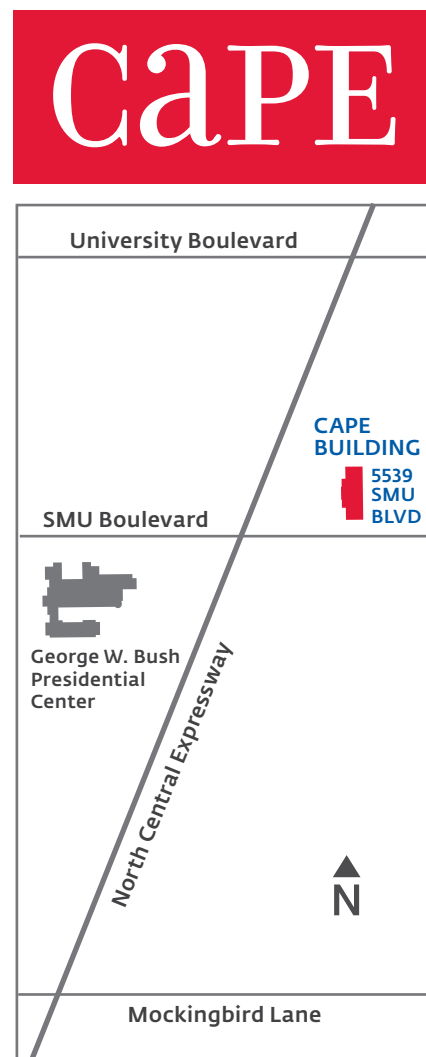
- CAPE courses are non-credit and therefore do not qualify for FASFA or veteran's benefits. However, most of our certificate programs do qualify for the use of a Sallie Mae loan for individuals who qualify. Please check the "Enrollment and Financing" page on our website under each certificate program for specific details or call us at 214-768-2273 for more information.

### WHAT HAPPENS IF I NEED TO WITHDRAW FROM A CLASS?

- If you are canceling a **single course**, please notify us (via email: [smuthink@smu.edu](mailto:smuthink@smu.edu) or call 214-768-2273). Cancellation must be done **prior to the course start date**. You can choose to receive a refund, place funds in escrow to use as credit for future enrollment or transfer your registration to another person. Please note that refund requests incur a processing fee. **No refunds will be issued once a course has begun.**
- If you choose to withdraw from a **certificate program**, please notify us in writing (via email: [smuthink@smu.edu](mailto:smuthink@smu.edu) or fax 214-768-1071) **prior to the start of the program**. If a withdrawal request is received in writing more than three full business days prior to the first course start date students may receive a refund, minus a \$250.00 processing fee.
- SMU CAPE professional certificate enrollment is final as of 3 business days prior to first course start date and programs are intended to be successfully completed in full. After that date, you will not receive a refund if you withdraw or quit the course before completion. We do not provide prorated refunds or credits for partial certificate program completion. Students enrolled in a certificate program may have the option to transfer to another cohort; this option is outlined in the student terms and conditions of each program, pending space availability and time remaining to successfully complete their program. Students may also put funds in escrow for up to 12 months for use by themselves or someone else if withdrawing prior to program start date.
- Failure to attend class does not constitute withdrawal.
- All refunds will be made in the form of the original payment. Please allow up to six weeks to receive check refunds.
- Full details are available on the certificate application.

### WHO DO I CONTACT IF I STILL HAVE QUESTIONS?

SMU CAPE  
[smuthink@smu.edu](mailto:smuthink@smu.edu)  
214-768-2273



WEB	<a href="https://www.smu.edu/cape">smu.edu/cape</a>
EMAIL	<a href="mailto:smuthink@smu.edu">smuthink@smu.edu</a>
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

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- U.S. Intelligence Analysis starting March 6 – page 20
- Nonprofit Leadership starting March 24 – page 24
- Paralegal Studies starting February 11 – page 22
- Project Management starting February 27 in Dallas, April 24 in Plano – page 15
- User Experience Design starting February 25 – page 10
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