PROFESSIONAL & ONLINE

COURSE CATALOG

2019 - 2020

SMU

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SMU PROFESSIONAL & ONLINE

TRANSFORMING LIVES, CAREERS AND ORGANIZATIONS
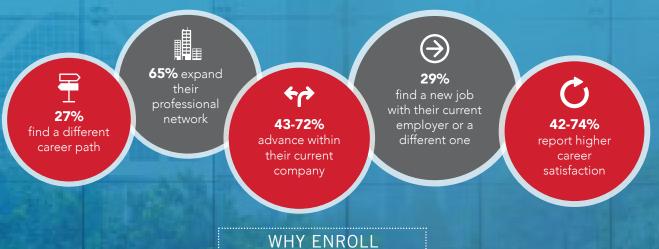
SMU.EDU/
PRO

SUCCESS DRIVEN

96% of employers agree that ongoing education positively impacts job performance

70% of employers believe continual learning is essential to keep up with career demands

90% of employers factor professional development into promotions and raises

ONGOING DEVELOPMENT is one of the top five factors employees want to experience at work

CAREER FOCUSED

CONTINUING EDUCATION STUDENTS REPORT:

27% find a different career path

65% expand their professional network

43-72% advance within their current company

29% find a new job with their current employer or a different one

42-74% report higher career satisfaction

WHY ENROLL

Gain professional credentials from SMU

Acquire job skills

Explore a new career

Prepare for a license or certification exam

Remain current

Advance in your career

*Sources:

"Participation in Noncredit Occupational Education and Training," American Institutes for Research®, copyright 2013.

"Lifelong Learning: Why it's critical for Today's Workforce," OpenSesame.Com, January 2015.

"How Employers Can Maximized their Benefit from Employee Development," TheBalance.com, July 30, 2017.

"Lifelong Learning and Technology," Pew Research, March 2016.

"Evaluating the ROI of Executive Education," The University of Chicago Booth School of Business, March 2005.

CONTENTS

FINANCIAL PLANNING

NEXT START DATES

SEPTEMBER 2019
(Pacesetter or Traditional Path)
I Dallas Campus

JANUARY 2020 (Intensive Path)
I Plano Location

APRIL 2020
(Pacesetter or Traditional Path)
I Dallas Campus

TUITION
I Priority Rate: $4,745
I Standard Rate: $4,995
I Pacesetter Rate: $675 per course

Priority rate expires two weeks before start date.

WHO SHOULD ATTEND
• Attorneys
• Investment advisors
• Bankers
• Stockbrokers
• Insurance agents
• Trust officers
• Retirement or benefits specialists
• Financial professionals interested in sitting for their CFP credentials

TOTAL CLOCK HOURS
I 275

FOR QUESTIONS, PLEASE CONTACT
A Program Advisor at 214-768-1086
or e-mail: smupro@smu.edu

Learn to advise others in creating secure financial futures with the SMU Certificate in Financial Planning. This robust program combines expert instruction, CFP Board-registered curriculum and a flexible course schedule. 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.

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
Traditional and Pacesetter options available on the Dallas Campus. Intensive Path available on the Plano Campus.

CFP® BOARD-REGISTERED PROGRAM
Meets the educational requirement to sit for the CFP® Certification Examination.

RECEIVE COACHING
Career coaching services are offered as a benefit to all students in this certificate program.

Required Courses
• 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)

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® BOARD-REGISTERED PROGRAM

APPLY TODAY
FOR OUR
PROGRAM
214-768-1086

CHOOSE THE OPTION THAT WORKS BEST FOR YOU

1

TRADITIONAL PATH
24 months to complete
One night per week

Dallas Campus
Tuition is $775* per course

*Pricing increases two weeks
before start date.

2

PACESETTER PATH
12 months to complete
Two nights per week

Monday and Wednesday
6:00 p.m.–9:30 p.m.

Dallas Campus
Tuition is $675 per course

3

INTENSIVE PATH
11 months to complete
Tuesdays, 6:00 p.m.–9:30 p.m.
and select Saturdays

Plano Campus
Tuition is $4,745*
Sallie Mae loans available

Save up to $230 dollars by taking
this program in the intensive
format and paying up front.

*Pricing increases two weeks
before start date.

"

I thoroughly enjoyed the Financial Planning program.
For someone coming from outside of the industry, the
program provided a deep understanding of the wealth
management process and the challenges one faces.
I enjoyed the discussions using real-world planning
examples. The ideas shared in these classes can only be
provided in live classes from someone
that has deep knowledge of the process.

RAVI KOMARI — Financial Planning Certificate recipient

NEXT START DATES
ROLLING ENROLLMENTS
See website for next start date
Dallas Campus

TUITION
l Priority Rate: $5,495
l Standard Rate: $5,745
Sallie Mae loan available

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

TOTAL CLOCK HOURS
l 150

FOR QUESTIONS, PLEASE CONTACT
A Program Advisor at 214-768-1086
or e-mail: smupro@smu.edu

Prepare for a diverse career in the legal field with a Paralegal Certificate from SMU. Whether you are currently in the legal field or are looking to enter, the 150-hour, six-month, post-baccalaureate program will provide practical skills and knowledge you will use every day in the legal workplace.

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.

RECEIVE COACHING
Career coaching services are offered as a benefit to all students in this certificate program.

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

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. The program is approximately six months in duration. 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.

"

I really appreciated the breadth on legal topics covered in the course...as well as being taught by professionals who are actively working in their field.

MOLITA POWELL — Paralegal Student

DIGITAL ANALYTICS AND INSIGHTS

Learn the art of using data to understand online behavior and adapt your business strategy to optimize the customer experience. Gain the knowledge you need to discern actionable insights from vast amounts of data and communicate them effectively to leadership. Taught by industry veterans, the Digital Analytics and Insights Certificate program incorporates the latest tools and trends with time-tested approaches.

NEXT START DATES
ROLLING ENROLLMENTS
See website for next start date

TUITION
l Priority Rate: $3,495
l Standard Rate: $3,745
Sallie Mae loan available

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
- Data scientists and data analysts, market researchers, customer experience professionals

TOTAL CLOCK HOURS
l 63

FOR QUESTIONS, PLEASE CONTACT
A Program Advisor at 214-768-1086
or e-mail: smupro@smu.edu

Key Benefits
LEARN THE ENTIRE PROCESS
Expand your knowledge 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.

RECEIVE COACHING
Career coaching services are offered as a benefit to all students enrolled in the full certificate program.

Required and Elective Courses
REQUIRED COURSES
- Digital Marketing Analytics
- Digital Analytics Tools and Technologies
- Website Conversion Optimization
- Insights, Storytelling and Analytics Management
- Advanced Excel for Data Analytics Workshop
- Adobe Analytics Workshop

ELECTIVES (SELECT ONE)
- Data Visualization, Infographics and Dashboard Design
- Mobile Marketing and Analytics
- Data Driven Marketing
- Search Engine Optimization

Students enrolled in the full certificate program will also be automatically registered into the DAA CWA Test Prep Workshop. It is not required to take this workshop to fulfill the requirements of the Digital Analytics and Insight Certificate program, but it is strongly encouraged.

How To Enroll
Submit your application form online. Applications are accepted on an ongoing basis. Register and pay for the full certificate at one time and save $775 over the price if purchased separately.

DIGITAL ANALYTICS AND INSIGHTS REQUIRED COURSES

DIGITAL MARKETING ANALYTICS

The ability to analyze, understand and use your data is essential to becoming a strategic marketing professional. With a focus on Google Analytics, this course will teach you measurement methodologies that align with each marketing channel you employ. Learn to use customer data to gain insights, resulting in powerful customer profiles and segmentations strategies. The course will introduce attribution models, which determine the probability of conversion across all marketing touch points, and teach you how to put an attribution system in place. You will also learn how to create sales funnels that convert prospects to clients.

$995

DIGITAL ANALYTICS TOOLS AND TECHNOLOGIES

Understanding and being able to use the right digital analytics tools for the appropriate purpose is an essential component for any analytics project. This course will familiarize you with the best and most widely used tools and prepare you to become Google Analytics IQ certified.

The course will give you an overview of the tools and technologies used for digital analytics, how digital tracking works and how data is generated and published into reports. You will learn methods for extracting data and selecting a framework based on business requirements.

Through hands-on exercises in Google Analytics, the course will prepare you for the GAIQ certification, as well as provide exercises in IBM Digital Analytics (Coremetrics).

$795

DIGITAL ANALYTICS AND INSIGHTS COURSES HELD ON THE DALLAS CAMPUS UNLESS OTHERWISE NOTED.

A/B TESTING AND CONVERSION RATE OPTIMIZATION

This hands-on course will provide you with best practices in analytics using real data to answer real business questions. Advance your career from just knowing how to pull reports to providing actionable information that will make a difference in your website's performance.

This course will cover how to perform content analysis to determine its effectiveness and ability to target customers based on website copy. You will learn to mine data for actionable conversion insights and how to optimize a landing page. The course will also teach customer segmentation, funnel analysis, A/B testing and onsite search analysis.

$695

BEST PRACTICES COMMUNICATING INSIGHTS AND DATA

Learn to share actionable insights by combining data sources with storytelling and dashboards. Go beyond just the ability to collect data from digital channels to visualization. Become a sought-after digital analyst by learning how to identify, edit and communicate insights to senior management.

Taught by a leading DFW practitioner, you will gain real-life skills to help you prioritize projects based on their value and learn digital data governance and data democratization strategies.

$695

ADVANCED EXCEL FOR DATA ANALYTICS WORKSHOP

Gain advanced data analytics skills using Microsoft Excel, the most widely-used data analytics tool available today. In this one-day, hands-on workshop, you will learn:
• Functions and Formulas
• Pivot Tables and Text to Columns:
  - Data Visualization and Forecasting
  - Camera Images and Macros

$395

ADOBE ANALYTICS WORKSHOP

Gain the knowledge and power of the Adobe Marketing Cloud ecosystem, one of the most widely used digital analytics systems available. Learn the user interface and reporting components of Adobe Analytics, its features and how it's used. The course will cover its deployment and implementation with and without Dynamic Tag Manager. You will also learn the implementation process for Mobile Apps and the Mobile Services Interface.

$395

DIGITAL ANALYTICS AND INSIGHTS ELECTIVES

DATA VISUALIZATION, INFOGRAPHICS AND DASHBOARDS

Communicating insights found in data in an easy to read format combines storytelling, data analytics and design skills. Learn the art and science of data visualization and data driven design, its process and the difference between designing for discovery purposes versus communication purposes.

This hands-on workshop will share best practices in dashboard and chart design, the available tools and when to use them. You will learn to build interactive and animated data visualizations. Gain insight into storytelling with data from a master in the field.
$695

MOBILE MARKETING AND ANALYTICS: STRATEGIES, TACTICS AND TOOLS

To reach the 75% of US consumers who make purchases via their smart phones, you need a powerful mobile strategy that integrates all marketing platforms and creates a real-time digital experience. In this fast-moving course, you will learn the systems, platform and processes necessary to implement effective mobile marketing strategies, including mobile messaging best practices, geotargeting, geofencing and beaconing. Learn to move beyond banner ads and text messaging to real-time digital experiences and push/pull programs. You will also learn mobile marketing analytics that measure the effectiveness of your mobile campaigns.
$695

DATA DRIVEN MARKETING AND ANALYTICS WORKSHOP

With the mountains of data available, how do marketers select, filter and refine the most valuable data to make strategic decisions? This hands-on workshop-style course will help you get started on your data-driven marketing journey. Using Microsoft Excel, learn and practice marketing analytics techniques that can transform your organization. The course will instruct you in performing forecasting techniques that help predict how content, messaging and advertising affect customer behavior. Understand what product features influence customer preferences and how to improve customer experience through conjoint analysis. Cluster analysis will enable you to identify a profitable niche in a crowded market. You will also learn how to calculate customer lifetime value and perform market response modeling.
$695

DAA CERTIFIED WEB ANALYST TEST PREP WORKSHOP*

The DAA's Certified Web Analyst Program™ provides a mechanism for you to obtain a professional recognition by an industry association further validating your knowledge and competency within the web analytics industry. It is designed to identify not only analysts with broad domain knowledge, but also—and more importantly—analysts demonstrating a high level of analytical and problem-solving ability across the entire web business spectrum.
$99

The program will also prepare you to take two industry recognized certifications: the GAIQ and the DAA CWA. It is not required to take these tests to pass the SMU Digital Analytics and Insights Certificate. However taking and passing these tests lead to an even more robust resume.

DIGITAL MARKETING

Gain the marketing skills DFW companies are looking for in our fast-paced, flexible Digital Marketing Certificate Program. Designed in conjunction with digital marketing industry professionals and area corporations, this program will teach you 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.

NEXT START DATE
ROLLING ENROLLMENTS
See website for next start date

TUITION
l Priority Rate: $3,495
l Standard Rate: $3,745
Sallie Mae loan available

WHO SHOULD ATTEND
- Marketing, advertising, communications and PR professionals who want to get up-to-speed fast on digital marketing.

- Young professionals and recent marketing graduates who recognize the need to expand their knowledge and skills.

- Small business owners who want to boost their marketing results using the latest digital marketing and social media techniques.

TOTAL CLOCK HOURS
l 78

FOR QUESTIONS, PLEASE CONTACT
A Program Advisor at 214-768-1086
or e-mail: smupro@smu.edu

Key Benefits

LEARN FROM THE EXPERTS
Learn to develop and execute a digital marketing strategy, integrating appropriate digital marketing channels.

DEMONSTRATE ROI
Discover analytics 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.

RECEIVE COACHING
Career coaching services are offered as a benefit to all students in this certificate program.

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

How To Enroll
Submit your application form 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.

PURCHASE THE DIGITAL MARKETING PACKAGE AND SAVE!

CHOOSE ONE TRACK

1 Digital Marketing Strategy and Analysis

REQUIRED COURSES

- Digital Marketing Analytics
- Digital Marketing Strategy and Management

2 Digital Branding and Communications

- Best Practices in Social Media and Digital Communications
- Digital Engagement and Advanced Social Media Management

Digital Marketing Required Courses

1 DIGITAL MARKETING STRATEGY AND ANALYSIS

DIGITAL MARKETING ANALYTICS

The ability to analyze, understand and use your data is essential to becoming a strategic marketing professional. With a focus on Google Analytics, this course will teach you measurement methodologies that align with each marketing channel you employ. Learn to use customer data to gain insights, resulting in powerful customer profiles and segmentations strategies. The course will introduce attribution models, which determine the probability of conversion across all marketing touch points, and teach you how to put an attribution system in place. You will also learn how to create sales funnels that convert prospects to clients.

$995

DIGITAL MARKETING STRATEGY AND MANAGEMENT

Learn to create a digital marketing strategy that supports your business goals—from executing strategy on time within budget, to achieving measurable results. A leading marketing strategist and Chief Digital Officer at one of DFW's leading agencies will teach you how to create engaging customer experiences in digital media (social, online, mobile).

You will learn a variety of campaign tactics focused on monetization, retargeting your audience and conversion. When you leave the course, you will have the ability to project manage your digital marketing strategy, from planning and budget to calculating the ROI.

2 DIGITAL BRANDING AND COMMUNICATIONS

BEST PRACTICES IN SOCIAL MEDIA AND DIGITAL COMMUNICATIONS

Gain a broad understanding of digital communications techniques and social media channels that will help you meet your business goals. In this course, you will learn content marketing techniques that help you prioritize the right channels that develop brand awareness and gain ROI. From the "digital diamond" to SEO to digital planning, this class will provide the information you need to be a powerful digital communicator.

$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). When you leave this class, you will be prepared to plan, execute and evaluate your digital communications efforts.

$995

CHOOSE THREE ELECTIVES

- B2B Digital Marketing
- Customer Journey Mapping
- Data Driven Marketing
- Data Visualization, Infographic, and Dashboard Design
- Designing Customer Experiences
- Designing Experiences and Branding Over Voice Enabled Devices
- Developing and Implementing a Social Media Campaign Workshop

- E-mail Marketing
- Hands-On Design Thinking
- Influencer Marketing
- Mastering PPC, Paid Search and Paid Social
- Mobile Marketing and Analytics
- Search Engine Optimization and Marketing
- Video Marketing
- Writing Engaging Content and Copy

Digital Marketing Electives - Choose any three to complete your certificate.

DESIGNING CUSTOMER EXPERIENCES AND SERVICE DESIGN

Strong brands create not only the products and services they sell, but the end-to-end relationship consumers have with that brand. In this course, you will learn to play a pivotal role in the way customers interact with your brand. Based on research strategies and a customer journey map, you will learn to design powerful customer experiences. The course will teach you to identify customer touch points and map the ecosystem of customers and other key stakeholders. Gain insight into the emerging role of Chief Design Officer from one of the world's leading service design practitioners.

$695

DEVELOPING AND IMPLEMENTING A SOCIAL MEDIA CAMPAIGN WORKSHOP

Effective social media campaigns require careful planning. Timing, messaging and medium must be grounded in analysis to create impactful campaigns. In this class, you will learn how to launch an integrative social media campaign utilizing all platforms and marketing channels. Using audits, analysis and research to inform your strategy, you will learn how to manage the campaign implementation from the overarching time lines, schedule and budget. Perhaps most importantly, you will learn how to measure the success of social media campaigns.

$695

E-MAIL MARKETING: LEVERAGING YOUR MOST POWERFUL CHANNEL

E-mail is still the undisputed leader of all digital channels, outperforming even social media in terms of conversion rate and usage. To execute impactful email marketing, you need a growing list, well-planned campaigns, software automation and insight into the content your audience desires. This course will outline when and how to use the various types of e-mail campaigns, including triggers, marketing messages, transactional and drip campaigns. You will learn to plan email campaigns that are personalized and provide the right content for your segmented audience, as well as how to track your campaign's performance and ensure it works on mobile devices.

$695

MASTERING PPC, PAID SEARCH AND PAID SOCIAL

Pay Per Click, Paid Search and Paid Social are the most measurable and effective methods of selling product and generating leads. When they are not set up correctly or monitored appropriately, though, they can be a waste of time and of money. This hands-on course will cover the best practices of how to implement PPC, paid search and social ads, including keyword research, identifying the correct audience and writing effective PPC ads. You will get an overview of how paid social works across different platforms as well as click pricing, goal setting and how to measure your success.

$695

B2B DIGITAL MARKETING

The impact of a well-thought-out digital campaign on a B2B marketing strategy can be potent. In this course, you will learn how to approach digital marketing from the lens of a B2B marketer, including developing buyer personas that aid in designing content appealing to businesses. You will learn to segment your audience, create compelling social media and email strategies designed for the B2B audience. Regardless of whether you are currently marketing to businesses or consumers, this class will round out your knowledge, experience and skill set to open up your opportunities with B2B employers.

$695

INFLUENCER MARKETING

As customers increasingly turn to influencers like bloggers, YouTube, Instagram and Snapchat stars to help them make their purchasing decisions, integrating an influencer campaign with other tactics has become essential to a successful social media and content strategy. The course provides the processes you will need to have in place to begin influencer marketing efforts, including identifying the right influencer, paying and incentivizing influencers, developing appropriate KPIs and measuring the impact of your campaign. Taught by a practicing influencer who also implements these marketing campaigns for clients, you will learn how to design influencer-marketing programs.

$695

MOBILE MARKETING AND ANALYTICS: STRATEGIES, TACTICS AND TOOLS

To reach the 75% of US consumers who make purchases via their smart phones, you need a powerful mobile strategy that integrates all marketing platforms and creates a real-time digital experience. In this fast-moving course, you will learn the systems, platform and processes necessary to implement effective mobile marketing strategies, including mobile messaging best practices, geotargeting, geofencing and beaconing. Learn to move beyond banner ads and text messaging to real-time digital experiences and push/pull programs. You will also learn mobile marketing analytics that measure the effectiveness of your campaigns.

$695

DATA DRIVEN MARKETING AND ANALYTICS WORKSHOP

With the mountains of data available, how do marketers select, filter and refine the most valuable data to make strategic decisions? Using Microsoft Excel, learn and practice marketing analytics techniques that can transform your organization. Learn forecasting techniques that help predict how content, messaging and advertising affect customer behavior. Understand what product features influence customer preferences and how to improve customer experience through conjoint analysis. Cluster analysis will enable you to identify a profitable niche in a crowded market. You will also learn how to calculate customer lifetime value and perform market response modeling.

$695

EXPERIENCE DESIGN & BRANDING ON VOICE ENABLED DEVICES

As consumers shift their online behaviors to more convenient voice enabled devices like Siri, Amazon Echo, and Google Home, e-commerce is set to become v-commerce. Consumers will begin to experience your brand through voice. This device-neutral course will share best practices in experience design and branding with voice. DFW's most prominent practitioner in voice interaction design will provide an introduction to voice enabled device technologies, fields of practice, ecosystem and terminology such as Natural Language Processing (NLU), Automatic Speech Recognition (ASR), Conversational User Interface (CUI) as well as chatbots.
$695

SEARCH ENGINE OPTIMIZATION AND MARKETING STRATEGIES

Search Engine Optimization (SEO) is a fundamental component of any successful digital marketing strategy. This course will provide you with the basic building blocks, tools and strategies you need to integrate SEO into your overall digital marketing strategy. Focusing on organic SEO, you will learn keyword research, planning and optimization as well as how to write SEO copy based on the way Google and other search engines interact with websites. You will also learn local SEO and SEO for mobile and social media, and discuss how to adapt to the ever-changing field of SEO.
$695

VIDEO MARKETING STRATEGY (FALL 2019)

With over 75 million people in the US watching online videos everyday, mostly on mobile devices, video is an integral component of any digital marketing strategy. During this class, you will gain the distinct skill set to make you successful at video marketing, beginning with how to develop a video marketing strategy and how to measure success. You will get the basics of storytelling using online video and learn how to shoot, edit and upload a video to Facebook, YouTube and Instagram, as well as how to optimize your YouTube channel and video.
$695

DIGITAL BRANDING AND ENGAGEMENT

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.
$695

WRITING ENGAGING CONTENT AND COPY (FALL 2019)

The ability to write engaging content is one of the most valuable and marketable skills for any marketing professional. This hands-on and interactive workshop-style course will help you expand upon the writing skills you already have. From understanding brand voice and audience to meeting the requirements of a creative brief, this course will cover a variety of writing techniques and mediums.
$695

HANDS-ON DESIGN THINKING WORKSHOP

Many of the world's leading companies recognize that they must innovate and optimize their customer experiences to effectively compete. They are using Design Thinking methodologies to achieve this and rapidly deliver value. Design Thinking is a proven approach that helps create customer-centric products, services, and experiences by observing and engaging customers in the design. Through this learn-by-doing session, you will be introduced to key Design Thinking mindsets, behaviors, and tools to help your organization discover the importance of customer-centered design, and discover the impact it can have on growth and building customer-centric and collaborative cultures.
$695

CUSTOMER JOURNEY MAPPING

The organizational benefits of customer journey mapping are well known - From identifying weak points and friction, seeing the journey from the customer's point of view, identifying opportunities and predicting customers' behavior to aligning the organization across functions and silos. Having a practical understanding of what works and what doesn't when implementing and managing a program is essential to its success.
$695

DATA VISUALIZATION, INFOGRAPHIC, AND DASHBOARD DESIGN

Communicating large sets of data quickly in an easy format to draw out insights and uncover stories is both a science and an art. Businesses are increasingly expecting employees to visualize data for both their internal and external communications and to help them quickly identify insights to act upon.
$695

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Everything you learn in this certificate can be applied to your job, whether it is a big corporation or a smaller business. More importantly it can be applied to yourself and your own brand as well! So you learn to get better at your job and at the same time you are doing something big for yourself.

VIRGINIE NAIGEON — Digital Marketing Student

USER EXPERIENCE DESIGN

Design more impactful online consumer experiences with a certificate in User Experience Design from SMU. Discover the many facets of this in-demand profession, including why research is essential to 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.

NEXT START DATES
ROLLING ENROLLMENTS
See website for next start date

TUITION
l Priority Rate: $3,495
l Standard Rate: $3,745
Sallie Mae loan available

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

TOTAL CLOCK HOURS
l 52

FOR QUESTIONS, PLEASE CONTACT
A Program Advisor at 214-768-1086
or e-mail: smupro@smu.edu

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.

RECEIVE COACHING
Career coaching services are offered as a benefit to all students in the full certificate program.

Required Courses and Electives
REQUIRED COURSES
- Introduction to User Experience
- User Experience Design Strategy
- User Research and User Centered Analysis
- User Experience Design and Process Strategy
- Usability Testing

ELECTIVES (CHOOSE TWO)
- Design Principles in Augmented Reality, Virtual Reality and Holograms
- Hands-on Design Thinking
- Designing Customer Experiences and Service Design
- Experience Design & Branding on Voice Enabled Devices
- Customer Journey Mapping

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.

INTRODUCTION TO USER EXPERIENCE — ONE-DAY WORKSHOP

Survey the entire UX field and learn the challenges and what career opportunities await while gaining the skills you need. This quick-start interactive workshop will give you an overview of where UX is today and new trends in accessibility, civic design and sustainability. This workshop will outline the product design and service delivery processes, while giving you exposure to UX design principles, processes and front-end development. You will also learn how to sell your user experience approach within the organization and ultimately to the C-suite. The course will also cover how to integrate user experience into your marketing strategy.
$495

USER EXPERIENCE DESIGN STRATEGY

Good UX begins with a good strategy. Strategy is the foundation for your design and is the combination of human and informational elements with desired outcomes. This course will give you a basic introduction to building personas and customer journey mapping. You will learn how the company's business strategy, model and brand affect strategy as well as how research can be utilized to build your strategy. In this course, you will also be introduced to using design thinking, goal setting, and strategy team building.
$495

USER RESEARCH AND USER-CENTERED ANALYSIS

Successful UX designers work from the principle that user experience must work in conjunctions with a user's existing behaviors. For this reason, user research is the bedrock of a successful design project, providing an in-depth understanding of user behaviors, needs and motivations through observation techniques, task analysis and other feedback mechanisms. Taught by DFW's leading UX practitioner, you will learn the how to collect, analyze and report findings using best practice techniques and methodologies. You will gain exposure to Design Thinking for user-centered research and learn how to communicate your findings throughout the organization.
$695

USER EXPERIENCE DESIGN PROCESS AND STRATEGY

Learn the difference between designing for websites, web applications, and wearable technology as you gain real-life UX design experience in this hands-on course. During class exercises, you will determine the application and UX through stories that define the why, what and how of an application. Gain an understanding of what it is like working in a fast-paced product development cycle using Agile UX techniques. You will also learn how to break up complex interactions into bite size pieces and employ design thinking. The course will teach you to communicate design ideas via sketches and design patterns and expose you to UI and Front-End Development tools of the trade.
$895

USABILITY TESTING

To maintain a credible place in the market and a strong brand, usability testing for website and apps is vital. The earlier you research, test and QC websites and apps, the more quickly you will get to market and the more powerful product you will have. In this course, you will learn how to perform usability testing from planning to execution and reporting. Specifically, learn what and when to test and how to choose the right usability method for your project. Employ live usability tests on real sites, understand how to interpret your findings, develop appropriate recommendations and present your results to key stakeholders.
$695

USER EXPERIENCE ADVANCED ELECTIVE WORKSHOPS Students pursuing the certificate must complete two of the following electives

HANDS-ON DESIGN THINKING WORKSHOP

Many of the world's leading companies recognize that they must innovate and optimize their customer experiences to effectively compete. They are using Design Thinking methodologies to achieve this and rapidly deliver value. Design Thinking is a proven approach that helps create customer-centric products, services, and experiences by observing and engaging customers in the design. Through this learn-by-doing session, you will be introduced to key Design Thinking mindsets, behaviors, and tools to help your organization discover the importance of customer-centered design, and discover the impact it can have on growth and building customer-centric and collaborative cultures.
$695

DESIGNING CUSTOMER EXPERIENCES AND SERVICE DESIGN

Strong brands create not only the products and services they sell, but the end-to-end relationship consumers have with that brand. After taking this course, you will be able to play a pivotal roll in the way customers interact with your brand by designing powerful customer experiences based on research strategies and customer journey maps.

You will learn to identify customer touch points and map the ecosystem of customers and other key stakeholders. The class will also introduce you to the emerging role of Chief Design Officer. Taught by one of the world's leading service design practitioners, you will leave the course prepared to prototype, test and refine concepts that enhance the customer's experience with your brand.
$695

THE NATIONAL AVERAGE SALARY FOR A UX DESIGNER IS $97K.

DESIGN PRINCIPLES AND CONCEPTS IN AUGMENTED REALITY, VIRTUAL REALITY AND HOLOGRAMS

Be a part of cutting-edge technology using AR, VR and holograms. Designed to give you an overview of some of the emerging UX principles, concepts and best practices across these platforms, this course will cover design principles and patterns in AR, VR and hologram, including the types of customer experiences that can be built and how to conduct user research within them. You will gain an understanding of current corporate applications in AR, VR and holograms and what is coming in the future.

$695

EXPERIENCE DESIGN & BRANDING ON VOICE ENABLED DEVICES

As consumers shift their online behaviors to more convenient voice enabled devices like Siri, Amazon Echo, Google Home, e-commerce is set to become v-commerce. Consumers will begin to experience your brand through voice. This device-neutral course will share best practices in experience design and branding with voice. DFW's most prominent practitioner in voice interaction design will provide an introduction to voice enabled device technologies, fields of practice, ecosystem and terminology such as Natural Language Processing (NLU), Automatic Speech Recognition (ASR), Conversational User Interface (CUI) as well as chatbots.

$695

CUSTOMER JOURNEY MAPPING

The organizational benefits of customer journey mapping are well known - From identifying weak points and friction, seeing the journey from the customer's point of view, identifying opportunities and predicting customers' behavior to aligning the organization across functions and silos. Having a practical understanding of what works and what doesn't when implementing and managing a program is essential to its success.

$695

GRAPHIC DESIGN

NEXT START DATES
ROLLING ENROLLMENTS
See website for next start date

TUITION
l Priority Rate: $3,745
l Standard Rate: $3,995
Sallie Mae loan available

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

TOTAL CLOCK HOURS
l 150

FOR QUESTIONS, PLEASE CONTACT
A Program Advisor at 214-768-1086
or e-mail: smupro@smu.edu

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. Learn from seasoned professionals while practicing real-world projects that build your portfolio. You can complete the program in nine months outside of work hours.

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 LIFESTYLE
Complete the program in just nine months in convenient evening classes.

RECEIVE COACHING
Career coaching services are offered as a benefit to all students in this certificate program.

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 cohort format, meaning you progress through the program with the same group of students. The program is from March - December 2019. 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.

DATA SCIENCE BOOT CAMP

Learn the fundamental and specialized skills necessary to land a job or advance in the booming field of data science, including Python, JavaScript, Advanced Excel, SQL Databases and more in our Data Science Boot Camp.

KEY BENEFITS

LEARN FROM THE EXPERTS
Taught by practicing professionals, gain insight from the experts while learning real-world skills.

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

PREPARE FOR THE FUTURE
You will receive career-planning assistance, including portfolio reviews, resume and social media profile support, career content and practice sessions, technical interview training, 1:1 career coaching, and soft skills training. Plus, you'll have access to a dedicated Profile Coach and Career Director to work with throughout the program as you become employer competitive.

COURSEWORK
• Advanced Excel, Python
• JavaScript (D3.js, Leaflet.js), HTML5/CSS
• API Interactions
• Social Media Mining
• SQL, Tableau
• Advanced Statistics, Machine Learning
• R, Git/GitHub and more.*
• Complete projects using real data sets from the worlds of finance, healthcare, government, social welfare, and more—allowing you to build a strong portfolio with a professional demonstration of mastery.

PROGRAM FORMAT
This program is offered with face-to-face classroom lectures two nights per week and a half day on Saturday. You will participate in individual and team exercises, working independently and in groups.

HOW TO ENROLL
Submit your application form online. Visit techbootcamps.smu.edu.

*The material covered in this course is subject to change due to market demand.

FULL STACK WEB DEVELOPMENT
CODING BOOT CAMP

NEXT START DATES
ROLLING ENROLLMENTS
See website for next start date

TUITION
24 Weeks - Part-Time - $11,495
12 Weeks - Full-Time - $12,495

TOTAL CLOCK HOURS
I 240

FOR QUESTIONS, PLEASE CONTACT
Admissions Advisor at 214-775-9982
or e-mail: techbootcamps@smu.edu

Web Development is one of the fastest growing careers in today's economy. 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.

KEY BENEFITS
LEARN FROM THE EXPERTS
Each course is taught by experienced, full-stack practitioners.

GAIN CAREER SKILLS
The curriculum includes regular portfolio reviews, resume 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. You will participate in individual and team exercises, working independently and in groups.

HOW TO ENROLL
Submit your application online.
Visit codingbootcamp.smu.edu.

WEB AND MOBILE APPLICATION DESIGN AND DEVELOPMENT

Whether you're looking to begin a new career as an app developer or simply wan tto broaden your knowledge, our web and mobile application course is the place to begin. In addition to learning how to combine HTML, CSS3, and JavaScript to create mobile apps, you'll receive a professional certification in one of the fastest growing fields.

CLASS TIME
28 MODULES
12 MONTHS

NEXT START DATES
ON-GOING
REGISTER ONLINE

TUITION
$2,995
Sallie Mae loan available

WHO SHOULD ATTEND
• Students seeking skills to build a career in mobile app design and development
• Those learning for their personal enjoyment

TOTAL CLOCK HOURS
I 325

FOR QUESTIONS, PLEASE CONTACT
A Program Advisor at 214-768-1185
or e-mail: smupro@smu.edu

KEY BENEFITS

LEARN FROM THE EXPERTS
Taught by practicing professionals, gain insight from the experts while learning real-world skills.

DISCOVER PROVEN TOOLS FOR SUCCESS
This program will have you developing real apps through the design, analysis, testing, and review processes of the mobile application life cycle. Plus, you'll learn how to monetize an app to generate revenue.

CONVENIENT SCHEDULE
Learn from the comfort and convenience of your home, at your own pace, with this online certificate program.

PROGRAM FORMAT
This SMU online certificate is offered through our curriculum partner, WorldEducation.net. World Education, LLC is the trusted leader in online learning, fully immersed each day in its mission of providing quality educaiton to the world. Offering innovative learning solutions to accreditited colleges and universities, World Education serves thousands of students and partners worldwide.

HOW TO ENROLL
Submit your application form online. Enrollments are accepted on an ongoing basis.

OBTAIN CERTIFICATION
Upon completion of your training, you will be enrolled in the final certification exam which will prepare you to sit for the Apprentice Mobile Application Design and Development Certification Exam provided by WebProfessionals.org. To receive this certification, you must complete the practical (project and tutorial) work and pass the certification final exam.

PROJECT MANAGEMENT

Enhance your skills to deliver projects on-time and on-budget. 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 resume through a Certificate in Project Management from SMU.

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.

RECEIVE COACHING
Career coaching services are offered as a benefit to all students in this certificate program.

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™ Sixth Edition.)

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

"

The entire program covers valuable information that can translate to real-world settings. The information is presented in a format that is easy to understand. I am looking forward to applying what I learned on a daily basis.

CORY PENCE
— Project Management Certificate recipient

SUPERVISORY AND MANAGERIAL SKILLS

CLASS TIME
9 MODULES
6 MONTHS

NEXT START DATES
ON-GOING
REGISTER ONLINE

TUITION
$3,995

WHO SHOULD ATTEND
- Anyone currently employed or looking to begin a career in a supervisory and/or managerial role

TOTAL CLOCK HOURS
I 270

FOR QUESTIONS, PLEASE CONTACT
A Program Advisor at 214-768-1185
or e-mail: smupro@smu.edu

To be a successful leader, you are expected to wear many hats, including coach, delegator, time manager, motivator, and disciplinarian. Whether you've been in a manager role for years or are just looking forward to a promotion to the next level, you will learn the fundamental skills required to be successful with a Certificate in Supervisory and Managerial Skills from SMU.

KEY BENEFITS

LEARN FROM THE EXPERTS
Taught by practicing professionals, gain insight from the experts while learning real-world skills.

RELEVANT CURRICULUM
Learn successful leadership skills and explore the performance management and measurement process. Create effective benchmarking metrics and strategic plans. Improve your project planning process and techniques.

BUILD ON YOUR STRENGTHS
Enhance existing decision-making and time management strategies with new techniques. Learn essential and effective communication and negotiation skills.

CONVENIENT SCHEDULE
Learn from the comfort and convenience of your home, at your own pace, with this online certificate program.

PROGRAM FORMAT

This SMU Certificate is offered through a partnership with World Education and is completely online, self-paced and instructor-facilitated. Our open enrollment policy allows you to begin learning at any time, at your convenience from the comfort of your own home. Enrolling is easy and completely safe using our secure online registration process.

HOW TO ENROLL

Submit your application form online. Enrollments are accepted on an ongoing basis.

TECHNICAL WRITING

The SMU Certificate Program in Technical Writing focuses on a reader-centered approach to help you how to write highly effective letters, proposals, e-mails, memos, documentation and reports. You will also learn how to conduct research, appropriately cite sources and maintain readers' attention.

CLASS TIME
7 MODULES
12 MONTHS

NEXT START DATES
ON-GOING
REGISTER ONLINE

TUITION
$2,995

WHO SHOULD ATTEND
- Individuals who are seeking employment as a technical writer
- Anyone wishing to enhance their skills in technical writing

TOTAL CLOCK HOURS
I 270

FOR QUESTIONS, PLEASE CONTACT
A Program Advisor at 214-768-1185
or e-mail: smupro@smu.edu

KEY BENEFITS

LEARN FROM THE EXPERTS
Taught by practicing professionals, gain insight from the experts while learning real-world skills.

DISCOVER PROVEN TOOLS FOR SUCCESS
Gain the ability to analyze your audience to determine their reading requirements while learning the characteristics and guidelines of technical writing. Learn to write in a variety of styles, while using different voices. Determine how to incorporate design elements to enhance the final piece.

LEARN VALUABLE TECHNIQUES
Identify the steps for conducting research, as well as project management and editing approaches.

CONVENIENT SCHEDULE
Learn from the comfort and convenience of your home, at your own pace, with this online certificate program.

PROGRAM FORMAT
This SMU CAPE Certificate is offered through a partnership with World Education and is completely online, self-paced and instructor-facilitated. Our open enrollment policy allows you to begin learning at any time, at your convenience from the comfort of your own home. Enrolling is easy and completely safe using our secure online registration process.

HOW TO ENROLL
Submit your application form online. Enrollments are accepted on an ongoing basis.

ENROLL NOW
Technical Writing students will receive a subscription to Questia School. This tool provides access to credible, scholarly content from over 75,000 full-text books and 9 million articles, as well as interactive tutorials on how to research and write papers.

GRANT RESEARCH AND WRITING

CLASS TIME
5 MODULES
6 MONTHS

NEXT START DATES
ON-GOING
REGISTER ONLINE

TUITION
$2,995

WHO SHOULD ATTEND
- Professionals in education
- Managers of nonprofit organizations
- Freelance writers

TOTAL CLOCK HOURS
I 150

FOR QUESTIONS, PLEASE CONTACT
A Program Advisor at 214-768-1185
or e-mail: smupro@smu.edu

Arm yourself with the skills and tools you need to write effective grant proposals. Whether you are a student or working professional, you will benefit from experienced grant writers with real world experience as they guide you through the step-by-step processes for public, private and government grants.

KEY BENEFITS

LEARN FROM THE EXPERTS
Taught by practicing professionals, gain insight from the experts while learning real-world skills.

DISCOVER PROVEN TOOLS FOR SUCCESS
This program starts from the beginning of the grant writing process, teaching you how to research a variety of funding sources, effective grant writing techniques and technical writing skills that will help you persuade readers to fund your organization.

CONVENIENT SCHEDULE
Learn from the comfort and convenience of your home, at your own pace, with this online certificate program.

PROGRAM FORMAT

This SMU Certificate is offered through a partnership with World Education and is completely online, self-paced and instructor-facilitated. Our open enrollment policy allows you to begin learning at any time, at your convenience from the comfort of your own home. Enrolling is easy and completely safe using our secure online registration process.

HOW TO ENROLL

Submit your application form online. Enrollments are accepted on an ongoing basis.

LEARN TO WRITE FOR A GOOD CAUSE AND BE A MORE EFFECTIVE FUNDRAISER.

NONPROFIT LEADERSHIP CERTIFICATE PROGRAM

CLASS TIME
6 FRIDAYS
| 9:00 a.m.–4:00 p.m.
EVERY OTHER WEEK

NEXT START DATES
ROLLING ENROLLMENTS
See website for next start date

TUITION
| Priority Rate: $900
| Standard Rate: $1,000 per course

WHO SHOULD ATTEND
Nonprofit professionals with at least 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 are encouraged to apply.

TOTAL CLOCK HOURS
| 36

FOR QUESTIONS, PLEASE CONTACT
A Program Advisor at 214-826-3470
or e-mail: education@thecnm.org

Gain relevant knowledge, tools and best practices to become a successful nonprofit professionals that delivers you organization's mission. The Nonprofit Leadership Certificate provides a targeted focus on personal leadership development and best practices to improve the effectiveness of nonprofit leaders and their organizations.

Effective nonprofits of all types have one thing in common—strong leadership.

The CNM Connect and SMU 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:

• Trust, A Leadership Necessity & Economic Driver
• Building Talent in Self & Leadership Teams
• Board Leadership, Governance, Ethics & Financial Transparency
• Culture of Philanthropy and Succession Planning
• Change Management
• Leadership in Action

"

The Nonprofit Leadership Certificate is intensive, but it's a very thoughtful and organized course with exceptional breadth and depth. I met an absolutely wonderful group of nonprofit leaders, whom I now consider friends. It was well worth the investment!

ALYSON GREGORY RICHTER
— Executive Director, Project Transformation

PRIORITY APPLICATIONS DUE TWO WEEKS BEFORE START DATE

MANAGEMENT FOR TAX EXEMPT AND NONPROFIT ORGANIZATIONS

CLASS TIME
10 MODULES
6 MONTHS

NEXT START DATES
ON-GOING
REGISTER ONLINE

TUITION
$2,995

WHO SHOULD ATTEND
- Anyone who currently works or plans to work in a nonprofit or tax exempt organization
- Individuals who currently work in a government agency
- Those who simply want to increase their knowledge and understanding of management issues that are unique to nonprofit and tax exempt organizations

TOTAL CLOCK HOURS
| 300

FOR QUESTIONS, PLEASE CONTACT
A Program Advisor at 214-768-1185
or e-mail: smupro@smu.edu

Learn what it takes to operate a service organization by gaining the knowledge and understanding of management issues that are unique to nonprofit and tax exempt organizations.

KEY BENEFITS

LEARN FROM THE EXPERTS
Taught by practicing professionals, gain insight from the experts while learning real-world skills.

DISCOVER PROVEN TOOLS FOR SUCCESS
Gain a comprehensive perspective on the nonprofit industry, from management and governance, budgeting and fundraising, to marketing and communications.

LEARN VALUABLE TECHNIQUES
Enhance your existing skill with invaluable techniques such as best practices in negotiation for nonprofit managers, project management and persuasive communications. You will also learn strategic operations techniques for nonprofit environments.

RECEIVE COACHING
Career coaching services are offered as a benefit to all students in this program.

CONVENIENT SCHEDULE
Learn from the comfort and convenience of your home, at your own pace, with this online certificate program.

PROGRAM FORMAT
This SMU Certificate is offered through a partnership with World Education and is completely online, self-paced and instructor-facilitated. Our open enrollment policy allows you to begin learning at any time, at your convenience from the comfort of your own home. Enrolling is easy and completely safe using our secure online registration process.

HOW TO ENROLL
Submit your application form online. Enrollments are accepted on an ongoing basis.

INTELLIGENCE ANALYSIS

NEXT START DATES
TBD

TUITION
$1,495 ($1,295 TCOLE price)
Sallie Mae loan available

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
• Military/Veterans interested in intelligence careers after completing service

TOTAL CLOCK HOURS
| 40

FOR QUESTIONS, PLEASE CONTACT
A Program Advisor at 214-768-1086
or e-mail: smupro@smu.edu

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. Whether you are looking to move into a an intelligence role in the public or private sector, this program will provide a wealth of real-world experience from veterans of the intelligence community.

KEY BENEFITS

LEARN FROM THE EXPERTS
Learn from practicing professionals, including a 22-year veteran of FBI, Homeland Security and Military Intelligence. 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 terroism and resulting collection capabilities.

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

Submit your application form online. Enrollments are accepted on an ongoing basis.

CLOUD APPLICATION FOR COMPLEX SYSTEMS INTEGRATION

Cloud computing is changing the way organizations procure and use computing resources. In addition to moving to subscription economy, organizations also benefit from the agility and elasticity of moving to the Cloud. This course is designed to introduce participants to exponentially growing cloud computing technologies.

NEXT START DATES
ROLLING ENROLLMENTS
See website for next start date

TUITION
Priority Rate: $1,080
Standard Rate: $1,330

WHO SHOULD ATTEND
Cloud computing is changing the way organizations procure and use computing resources. It is imperative that every person in an organization has sufficient knowledge. This certificate is open to a range of people working as data analysts, individual contributors and managers within IT, and those working in product development.

TOTAL CLOCK HOURS
I 30

FOR QUESTIONS, PLEASE CONTACT
A Program Advisor at 214-768-1086
or e-mail: smupro@smu.edu

KEY BENEFITS

- Understand foundational concepts of Cloud Application
- Thoughtfully connect these foundational concepts to some aspect of your company's goals: toward either individual responsibilities or enterprise mission
- Understand more complex issues in Cloud Application
- Apply specific Cloud Application focus to a project which is either currently active or a case study

PROGRAM FORMAT

The certificate program is offered in a hybrid format. The first nine weeks take place in live online sessions (25 total clock hours). The final project presentations take place in person on the SMU Campus (5 hours).

HOW TO ENROLL

Submit your application form online. Enrollments are accepted on an ongoing basis.

GRADUATE & PROFESSIONAL TEST PREP

We value the pursuit of higher education, and want to help you achieve your goals. Our test preparation courses, led by expert instructors, provide you with tools and techniques to approach the GMAT, GRE, or LSAT exams with confidence. Textbooks and materials are included in the registration fee for all courses.

GMAT PREPARATION COURSE

Total Clock Hours: 24

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. This 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.

$999

GRE PREPARATION COURSE

Total Clock Hours: 24

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.

$999

LSAT PREPARATION COURSE

Total Clock Hours: 30

Maximize your performance with this intensive course, focusing on proven techniques to simplify the LSAT. Learn strategies for answering Logical Reason questions and Reading Comprehension passages. Gain skills to understand and quickly solve Analytical Reasoning logic games.

This course is ideal for anyone looking to apply to law school.

$999

VISIT **SMU.EDU/TESTPREP** FOR START DATES

Test prep courses available both online and on campus. See website for details.

SMU | PROFESSIONAL AND ONLINE

ENHANCE YOUR PROFESSIONAL SKILLS WITH A CERTIFICATE FROM SMU

MORE THAN 20 PROGRAMS TO ADVANCE YOUR CAREER

Financial Planning

Paralegal Studies

Digital Marketing and Analytics

Digital Design and Development

Management

Human Resources

Nonprofit Management

Graduate Test Prep

Data Science

In accordance with the Veterans Benefits and Transition Act of 2018, section 3679(e) of Title 38, Southern Methodist University will permit any individual who is entitled to educational assistance under chapter 31, Vocational Rehabilitation and Employment, or chapter 33, Post-9/11 GI Bill benefits to attend or participate in their chosen course of education regardless of when payment is received from the Department of Veterans Affairs. In addition, Southern Methodist University will not impose any penalty, late fee or denial of entry to the student for delayed payment from the Department of Veterans Affairs. In the instance that Southern Methodist University does not receive a tuition payment from the Department of Veterans Affairs for the full amount of tuition, for any reason other than mistaken underpayment, the student must pay the remaining balance before issuance of professional certificate or degree.