



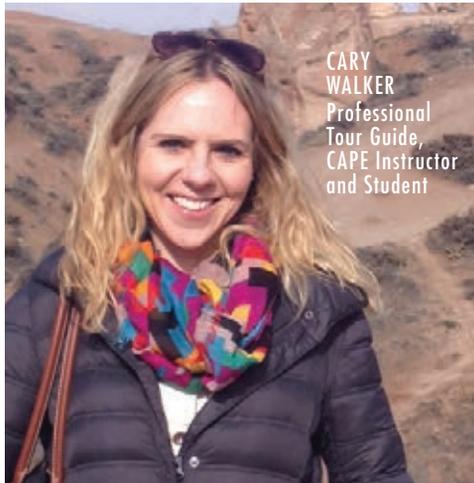
JANN
MACKEY, Ph.D.
Architectural
Historian and
Instructor



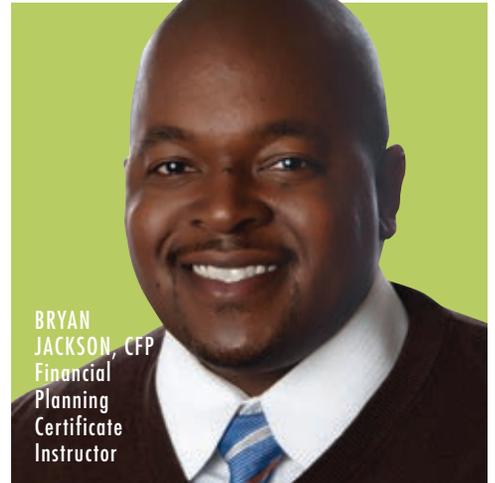
spring
2016



JEREMY
RIES, PMP
Project
Management
Certificate



CARY
WALKER
Professional
Tour Guide,
CAPE Instructor
and Student



BRYAN
JACKSON, CFP
Financial
Planning
Certificate
Instructor

Look for these learning opportunities inside:

- CYBER INTELLIGENCE CERTIFICATE **NEW**
- USER EXPERIENCE DESIGN CERTIFICATE
- DATA ANALYTICS COURSES
- PROFESSIONAL DEVELOPMENT PROGRAMS
- MORE THAN 60 PERSONAL ENRICHMENT COURSES
- TEST PREPARATION COURSES

CAPE



NEW

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INTELLIGENCE ANALYSIS

Gain insight into the growing career field of intelligence with SMU's Intelligence Certificate Programs. You'll learn from veterans of FBI, Homeland Security, and military intelligence as you earn your certificate in U.S. Intelligence Analysis or Cyber Intelligence in a five-day intensive program. smu.edu/intelligence

PERSONAL ENRICHMENT COURSES

We have assembled a great lineup of courses for you this spring, from painting with watercolor to goal-setting. Expand your horizons with SMU. Explore subjects that excite and intrigue you, taught by instructors who are as enthusiastic about what they teach as you are to learn. With more than 20 new courses, you can dive deeper into your favorite subject, or try something entirely new!

smu.edu/informal

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Test Prep for Your Next Step

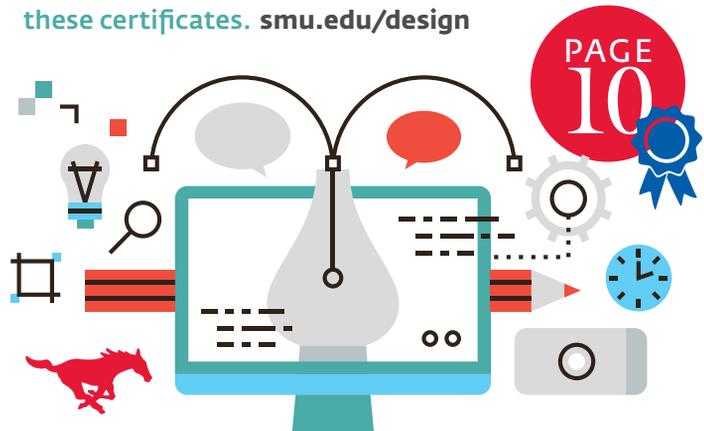
Whether you are applying to business school or taking a project management exam, SMU Test Prep has a course to meet your needs. SAT and ACT prep courses are also offered for high school students on weekends and during school breaks. smu.edu/testprep

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CERTIFICATES IN DESIGN

The design field continues to expand, and SMU is on the cutting edge with three certificates for busy working adults: Web Design, Graphic Design, and User Experience Design (UX). Find out how you can add to your portfolio of skills with one of these certificates. smu.edu/design

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OUR CAPE STORY

Lifelong learning has been a cornerstone of the SMU mission for decades. In 1953, SMU began offering noncredit classes for the community. Our first catalogs included courses such as *Stenography* and *Slide Rule for Engineers*, as well as evening lectures like “Plastic, Polymers, and Resins” and the intriguingly-named “What Music Does to People.”

We’ve grown and changed over the past 63 years to keep pace with your needs and interests, always keeping our mission of connecting campus and community in mind. We’re constantly developing new professional certificates and courses you can use to keep pace with rapidly changing industries, like web design, social media, and digital marketing.

Your CAPE team is also made up of lifelong learners. Each of us has enjoyed taking professional and personal courses here. We love meeting you and hearing your stories, so please share them with us at smu.edu/mycapestory.

See you in class!

– The SMU CAPE Team



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



BOSS BOOT CAMP

SUPERVISION BEST PRACTICES CERTIFICATE

NEW

To be successful as a manager, you need a wide range of skills - from communication to team-building. Whether you're a brand new supervisor or a more experienced manager, you will gain the confidence, knowledge, and skills you need in the new Boss Boot Camp. Upon successful completion of this eight-week program, you will receive the SMU Certificate of Supervision Best Practices.



PROGRAM FAST FACTS
 Classes meet Fridays, 10 a.m.-4 p.m.
 Next Dates: April 8-May 27, 2016
 Dallas campus
 Tuition: \$1,999
 Student loan options available.

KEY BENEFITS

- **LEARN FROM EXPERT INSTRUCTORS**
Taught by practicing professionals, this program provides a thorough review of the principles and techniques that experienced managers use to lead 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, these 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 resumes
- Young managers and supervisors leading older team members
- Anyone whose performance is dependent on the performance of others

REQUIRED COURSES

- Becoming a Better Boss: Essential Skills for Success
- 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. This means that you have scheduling and payment options available to register for one course individually, or take all of the courses to complete the full certificate.

HOW TO ENROLL

Submit your application form and fee online. Enrollments are accepted on an ongoing basis. **Register and pay for the full certificate at one time and save \$385 over the price if purchased separately!**

MEET *your* INSTRUCTORS at
SMU.EDU/SUPERVISIONINSTRUCTORS 



>> LEARN MORE

Free download: *The Five Mistakes Supervisors Make* on our website.
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, M.A.

1 Friday workshop, 10 a.m.–4 p.m. 4/8

\$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. Develop and improve your own personal brand and image, get your message across to all levels of the organization, and use a variety of mediums to share your message in effective and unique ways. Leave with the insight and knowledge you need to enhance and leverage your verbal, non-verbal, and written communications in the workplace.

Buzz Kolbe

2 Fridays, 10 a.m.–4 p.m. 4/15, 4/22

\$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 the tools you need to not only lead your team but to develop it to ensure it always meets its goals. You will learn the elements of what makes a successful team, the role behavioral style plays, 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, 10 a.m.–4 p.m. 4/29, 5/6

\$595

Financial Intelligence and Communication

To truly succeed at being a leader, you need to have an understanding of what fundamentally drives your business. It is vital to your success to be familiar with financial terminology and principles, and to know how to use financial information to help drive decisions, reinforce your position, and secure resources for your team and projects. 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.

Bob Boulanger

1 Friday workshop, 10 a.m.–4 p.m. 5/13

\$395

Becoming Your Organization's Change Management Champion **NEW**

Being able to manage change in today's business climate is a requirement for being in management. Today being a great manager means you need 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, 10 a.m.–4 p.m. 5/20, 5/27

\$595

BRING SMU *to* YOU CUSTOM TRAINING



The annual Leadership Plano class retreat was greatly enhanced by CAPE's facilitation of the Core Clarity® program. 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



REGISTER ONLINE SMU.EDU/CAPE

Bring these courses to your team and take advantage of group rates. Contact us at customtraining@smu.edu



BUSINESS COMMUNICATION COURSES

Leader Language: How to Communicate so Others Will Follow

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

Julie Chance

1 Friday workshop, 9 a.m.–4 p.m. 6/10

\$395

Core Team Dynamics: Leverage Talents for a Competitive Edge

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

Kimberly Rutigliano, M.B.A.

2 Fridays, 9 a.m.–12 p.m. 5/13, 5/20
Course meets at Plano campus

\$399

Visual Tools for Managers: Increasing Communication, Productivity and Innovation with Visual Facilitation **NEW**

Do you wish you could facilitate meetings that are both productive and fun? Incorporating visual processes and techniques into meetings is a proven powerful tool which promotes clear thinking and learning, engages all participants and learning styles, enhances creativity and brainstorming, supports group focus and memory, and provides a visual overview and documentation. In this engaging and hands-on workshop, you will learn the tools and techniques to take your meetings from effective to extraordinary.

Mary Stall

1 Friday workshop, 9 a.m.–4 p.m. 6/10

\$395

Randy Krum

President and Chief Designer, InfoNewt

Author of *Cool Infographics*

CAPE Instructor

You're an international leader in the field of data visualization, but your degree is in engineering. How did you get interested in data visualization and design?

I spent 15 years working for consumer product companies with big, internal data sets from consumer research, sales numbers, competitive assessments, and even inventory systems. My office walls were covered with my favorite examples of data visualization designs I had gathered as inspiration to design visual stories with my own data. In 2009, I started my own data visualization and infographics design company, InfoNewt. Like many people, I come from a data background and had to learn design along the way.

Why do you think it's important to study data visualization?

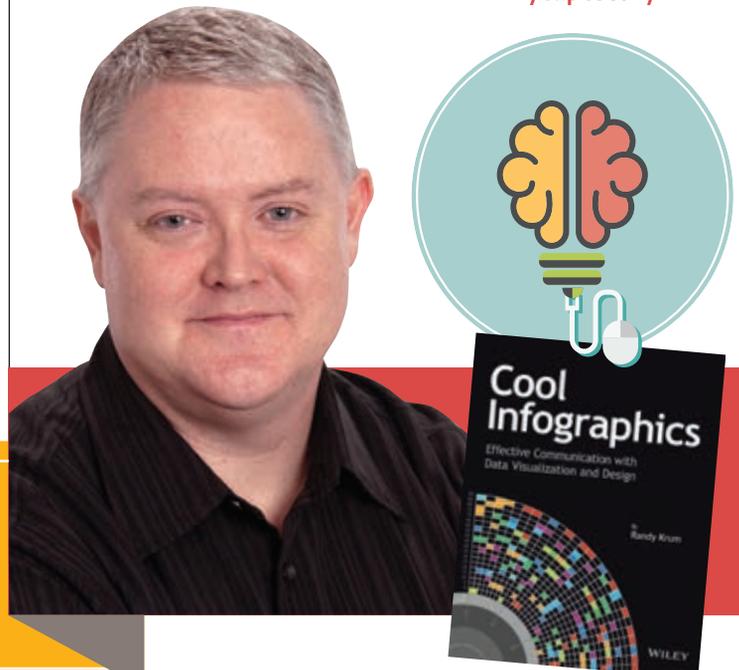
We will NEVER have less data than we do today, only more. Infographics are here to stay, because visualizing data is the most effective way to communicate meaning from the data. For the audience, a visualization provides context to the numbers and helps them quickly understand the data. Of course, the format of infographics will continue to change and evolve as we move forward.

What do you think makes CAPE special?

CAPE offers students unparalleled access to many different subject-matter experts in a small, relaxed class atmosphere that encourages collaboration, engagement, and conversation.

SHARE YOUR STORY

#mycapestory





DATA ANALYTICS COURSES

Applying Predictive Analytics to Drive Improved Business Results

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

Sravan Ankaraju
6 Thursday evenings, 6–9 p.m. 5/12–6/16 \$595

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

Sadu Hedge
4 Saturdays, 9 a.m.–4 p.m. 4/30–5/21 \$695

Getting Started with R for Data Analytics

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

Bruce Moore, D.Eng.
6 Tuesday evenings, 6–9 p.m. 5/17–6/21 \$595

Data Visualization and Infographics

In the age of big data, vast amounts of complex information need to be shared and instantly understood by many different audiences. Learn the art and science of data visualization and infographics, and why visual communication is so effective. Explore the data-driven design process, including best practices, better chart design, and chart types. Gain an understanding of software and online tools, copyright and trademark issues, storytelling with data, and designing your own infographic resume – plus strategies for publishing and promoting infographics online. This is a hands-on, interactive course taught by one of the area's leading data visualization designers.

Randy Krum
6 Tuesday evenings, 6–9 p.m. 4/5–5/10 \$595

Advanced Excel for Data Analytics Workshop **NEW**

Microsoft Excel is one of the most powerful, most 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 in excel, forecasting, camera images, and macros.

Rebecca Visconti
1 Saturday intensive workshop, 9 a.m.–4 p.m. 6/4 \$395
Course meets at Plano campus

Mini-Certificate in Data Analysis

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

ONLINE | 3 Modules, 3 Months \$495



THE SMU ONLINE MASTER *of* DATA SCIENCE

DataScience@SMU is a hands-on master's degree program designed to prepare you to gather, understand, manage, and analyze large data sets. The program features live, online classes and high-quality, self-paced coursework, grounded in computer science, statistics, strategic behavior, and data visualization. >>> datascience.smu.edu



DIGITAL MARKETING

CERTIFICATE PROGRAM

NEW

Digital Marketing is one of the fastest-growing, fastest-changing, and highly-paid professions in the country. That's why we developed this new professional certificate program by interviewing and surveying DFW companies to determine the skills they are looking for in their employees. This fast-paced and flexible program is designed to teach you practical skills you need to be a successful digital marketer now and in the future. Take classes in any order you wish – you don't need to complete the required courses first – then choose three electives to complete the full certificate program in as little as one semester.



PROGRAM FAST FACTS
 Classes meet weekday evenings, 6–9 p.m.
 Next Start Date: February 22, 2016
 Tuition: \$3,495
 Student loan options available.

KEY BENEFITS

- **LEARN FROM EXPERT INSTRUCTORS**
Learn to develop a digital marketing strategy and how to execute it, integrating all of your digital marketing channels.
- **DEMONSTRATE ROI**
Learn to choose the right tools for analytics and to focus on the most meaningful metrics and key performance indicators.
- **STAY ON THE LEADING EDGE**
Leave prepared to keep up with what's new and what's next in the digital marketing field.

WHO SHOULD ATTEND

- Marketing, advertising, communications, and PR professionals who need to get up to speed fast on digital marketing or who seek a professional qualification to add to their resumes
- New marketing graduates who recognize the need to expand their knowledge and skills to be more desirable to potential employers
- Small business owners who want to quickly gain an understanding of digital marketing

REQUIRED COURSES

- Digital Marketing Strategy and Management
- Digital Marketing Analytics

CHOOSE THREE ELECTIVES

- Developing and Implementing a Social Media Marketing Campaign
- Writing Engaging Content and Copy
- Search Engine Optimization and Marketing
- Email Marketing: Mastering Your Most Powerful Digital Channel
- Mastering PPC and Paid Search
- Mobile Marketing: Strategies, Tactics, and Tools
- Digital Public Relations

PROGRAM FORMAT

This program is offered in a face-to-face, classroom setting in a modular format. This means that you have scheduling and payment options available to register for one course individually, or take all of the courses to complete the full certificate.

HOW TO ENROLL

Submit your application form and fee online. Enrollments are accepted on an ongoing basis. **Register and pay for the full certificate at one time and save nearly \$200 over the price if purchased separately!**



>> LEARN MORE

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

DIGITAL MARKETING COURSES

Digital Marketing Strategy and Management

The foundation of success in digital marketing is the ability to both develop a great strategy that supports your business goals and to execute the strategy on time, within budget, and with measurable results. This course will teach you how to design and develop a digital marketing strategy that is aligned with your organization's goals, plus how to put that strategy in place and measure its results. This course is taught by a leading marketing strategist who is also a certified Scrum Master in Agile project management.

Brad McCormick

6 Monday evenings, 6–9 p.m. 2/22–4/4, skip 3/14 \$995

Digital Marketing Analytics

The ability to analyze, understand, and use your data has become a fundamental component of the digital marketing profession. This course will teach you to align measurement with strategic objectives and set targets using key performance indicators. You'll learn how and when to use the many analytics tools available to you and how to develop customer profiles and segments. You'll leave ready to create dashboards to present a compelling story to the C-suite.

This course also includes the *Advanced Excel for Data Analytics Workshop*.

Rebecca Visconti

6 Monday evenings, 6–9 p.m. 4/25–6/6, skip 5/30 and
1 Saturday intensive workshop, 9 a.m.–4 p.m. 6/4 \$995

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, integrated with other platforms and channels, and implemented on time and within budget. You will learn how to develop a strategy, integrate SM with other marketing channels, measure the success of your campaign, and gain insight from analysis.

Lissa Duty

4 Tuesday evenings, 6–9 p.m. 2/23–3/29, skip 3/8 \$695

Writing Engaging Content and Copy

The ability to write engaging content is currently one of the most marketable skill sets. This interactive workshop will expand the writing skills you already have and help build your portfolio through class projects. During this course, you will learn mechanics and principles, and how to put them into practice; blogging and writing for the web, including social media, email copy, landing pages, and websites; writing for print, from advertisements to print brochures; using different voices and developing your own style; and how to create persuasive and compelling copy that gets results.

Laura Wooten

4 Wednesday evenings, 6–9 p.m. 3/16–4/6 \$695

Search Engine Optimization and Marketing

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

Beth Kahlich

4 Thursday evenings, 6–9 p.m. 4/14–5/5 \$695

Email Marketing: Mastering Your Most Powerful Digital 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 Wednesday evenings, 6–9 p.m. 5/4–5/25 \$695

Mastering PPC and Paid Search **NEW**

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.

Beth Kahlich

4 Thursday evenings, 6–9 p.m. 5/12–6/2 \$695

Mobile Marketing: Strategies, Tactics, and Tools

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

Abhi Vyas

4 Wednesday evenings, 6–9 p.m. 6/8–6/29 \$695

CHECK OUT EVEN MORE
DIGITAL MARKETING & SOCIAL MEDIA COURSES
ON THE NEXT PAGE!



DIGITAL AND SOCIAL COURSES

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'll leave ready to engage your audiences as you monitor, listen, and respond in the 24-hour multi-channel digital world.

Jared Carrizales

4 Thursday evenings, 6–9 p.m. 6/9–6/30 \$695

Building a Website Using WordPress: Getting Started

WordPress is one of the most popular content management systems on the internet, making it easy for anyone to create a highly-functional professional-looking website quickly. Learn how to find and install themes and plugins and how themes work behind the scenes using template tags with PHP. This beginner class will teach users how to get their websites up and running quickly while understanding the right way to install WordPress and to administer and customize their website.

Leslie Wendling

4 Monday evenings, 6–9 p.m. 4/4–4/25 \$395

Building a Website Using WordPress: Intermediate to Advanced Users

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

Leslie Wendling

4 Monday evenings, 6–9 p.m. 5/2–5/23 \$395

Steve Lee, APR

SMU, Professor of Practice,
Communication Studies and CAPE Instructor

What's your impression of the CAPE students with whom you've worked?

The CAPE students are attentive and thirsty to learn how to apply social media to their current or future jobs. Most come from marketing and need a deep understanding of how social fits into the overall marketing planning, not just as a separate function.

You teach adults as well as undergraduates at SMU.

What's the best thing about teaching adults at CAPE?

With professionals, I can tell a practical business story from my experience and they immediately get it and apply it to what we're discussing. One class I walked in, and in the front row were people who were 34, 24, 40, and 82 years old. While that seems a challenge, they are all open to learning and bring so much to the class.

What's the biggest challenge for people who want to learn social media?

You must learn the entire spectrum of social, from why it's so popular with audiences to a deep understanding of audience profiles beyond demographics, to the strengths and weaknesses and personalities of each major social media channel. Not to mention keyword discovery, monitoring, measurement principles and practice, analysis, and finally social in the strategic communication plan. With this knowledge, you can be an asset to numerous areas of your business.



SHARE YOUR STORY
#mycapestory

SOCIAL MEDIA BOOT CAMP

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

Steve Lee

Wednesday–Friday, 9 a.m.–5 p.m. 6/1–6/3

Dallas campus | \$2,395





SOCIAL MEDIA AND DIGITAL COMMUNICATION

CERTIFICATE PROGRAM

“Using” social media is different from knowing “how to use” social media to work for your organization. “Using” is like watching a football game, but learning “how to use” is on the field, actually playing the game. Learn to use social media strategically in this engaging certificate program. Expert instructors provide an experience-based view of the latest services and channels, and how to use them to meet your business goals. Presented in a cohort format, the three modules will give you the tools you need to create a digital plan with results you can measure.



PROGRAM FAST FACTS

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

Next Cohort: January 25–May 23, 2016

Dallas campus

Tuition: \$3,850

Student loan options available.

KEY BENEFITS

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

MEET *your* INSTRUCTORS at
SMU.EDU/SOCMEDINSTRUCTORS 



>> LEARN MORE

Read full course descriptions and download the *Ten Commandments of Social Media*.

smu.edu/masteringsocial

WHO SHOULD ATTEND

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

REQUIRED COURSES

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

PROGRAM FORMAT

This program is offered in a face-to-face, classroom setting in a cohort format, which means you progress through the program with the same group of students. Due to the cohort nature of the program, students register and pay for the entire certificate at one time.

HOW TO ENROLL

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

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



USER EXPERIENCE DESIGN

CERTIFICATE PROGRAM

NEW

User Experience Design (UX) is one of the fastest growing and most innovative and exciting career paths in the interactive industry today. Discover the many facets of this in-demand profession, and learn the skills, tools, and techniques that UX designers apply every day. You'll practice the essential skills of UX, guided by leaders in the field, while you work on a project in hands-on workshops. Learn why research is an essential part of any successful UX project and practical tips that you will be able to put to work immediately.



PROGRAM FAST FACTS
 One Friday 9 a.m.–4 p.m. and
 weekday evenings 6–9 p.m.
 Next Start Date: March 18, 2016
 Dallas campus
 Tuition: \$2,695
 Student loan options available.

KEY BENEFITS

LEARN FROM THE EXPERTS

All courses are taught by seasoned professionals who work in the UX industry and who share tips and tricks of the profession that employers demand.

INDUSTRY-DRIVEN CURRICULUM

The program has been developed in consultation with industry to be relevant and completely up-to-date.

CONVENIENT SCHEDULE

With classes on weekday evenings to fit your busy life, you can complete your certificate outside of work hours in just one semester.

MEET *your* INSTRUCTORS at
SMU.EDU/UXINSTRUCTORS 

WHO SHOULD ATTEND

- Web and app designers and front-end developers, as well as software developers
- Graphic, visual, and product designers
- Interactive and digital marketing professionals
- User research and usability analysts
- Information architects, interaction designers, and community managers

REQUIRED COURSES

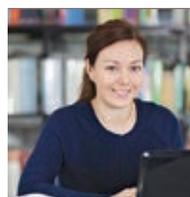
- Introduction to User Experience Workshop
- User Research and User-Centered Analysis
- User Experience Design
- Usability Testing

PROGRAM FORMAT

This program is offered in a face-to-face, classroom setting in a modular format. This means that you have scheduling and payment options available to register for one course individually, or take all of the courses to complete the full certificate.

HOW TO ENROLL

Submit your application form online. Enrollments are accepted on an ongoing basis. **Register and pay for the full certificate at one time and save nearly \$185 over the price if purchased separately!**



>> LEARN MORE

Read full course descriptions on our website.
smu.edu/ux

USER EXPERIENCE DESIGN COURSES

Introduction to User Experience Workshop

Need to get up to speed fast on user interface and user experience design (UI/UX)? This quick-start interactive class will give you an overview of where UX is today and where it is going in the future. Find out about the entire UX industry and landscape in DFW and beyond, pitfalls to avoid, where opportunities exist, and how to develop a UX strategy that meets your goals. You'll learn about content strategy, information architecture, wire frames, front end development, and product design in this engaging one-day workshop.

J. Schuh

1 Friday intensive workshop, 9 a.m.–4 p.m. 3/18 \$495

User Research and User-Centered Analysis

User research is the art and science of obtaining an in-depth understanding of people's behaviors, needs, and motivations through observation techniques, task analysis, and other feedback mechanisms. It is no longer acceptable to require users to adapt their natural behaviors in order to learn and use a new product. Successful User Experience (UX) designers work from the principle of supporting the existing behaviors and beliefs their users already have, and careful user research and user-centered analysis helps uncover this critical information. Learn why user research is the bedrock of any UX project, how to sell this concept to higher-ups, and best practices in conducting user research – plus how to avoid the potential pitfalls along the way. Taught by one of DFW's leaders in the field.

Brian Sullivan

3 Tuesday evenings, 6–9 p.m. 3/22–4/5 \$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 or wearable technology, writing user stories, and more. Using Agile UX techniques, you'll gain an understanding of the experience of working in a fast-paced product development cycle. This course is taught by one of DFW's recognized leaders in UX, who will share numerous practical tips and tricks and real world examples, case studies, and guidance that you can take back to the office and use immediately.

Preston McCauley

5 Tuesday evenings, 6–9 p.m. 4/12–5/10 \$895

Usability Testing

The competition for high-quality websites and apps is stronger than ever, and the risk of producing a poor quality product can be detrimental to business, your brand, and your reputation. Speed to market is pointless if the product doesn't work, and users quickly abandon it or worse, write a negative review. The earlier you test, research, and inspect, the earlier you can identify problems, save hours of needless work, and ship a high-quality, competitive product to market. Learn what to test, when to test it, and how to pick the right usability method for your project and situation. Plus, you will receive practical advice and insight from an industry expert on how to interpret your findings, how to determine the best recommendations, and how to present your results.

Brian Sullivan

4 Tuesday evenings, 6–9 p.m. 5/17–6/7 \$795

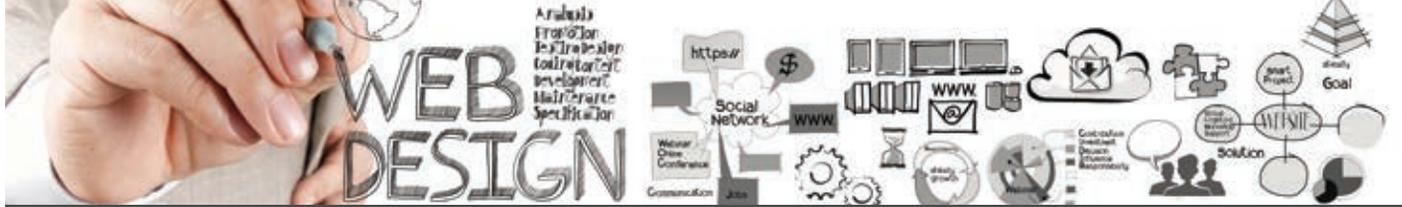


LEARNING ANYTIME, ANYWHERE

ONLINE CERTIFICATES ARE AVAILABLE IN:

- Digital Arts
- Mobile Application Design and Development
- Technical Writing
- Linux System Administration
- Grant Writing
- Management for Nonprofit Organizations

smu.edu/capeonline



WEB DESIGN

CERTIFICATE PROGRAM

Make yourself stand out by adding web design skills to your resume. The Web Design Certificate Program equips you with the comprehensive knowledge you'll need to plan and build websites. Ideal for seasoned professionals looking to learn the latest industry advances, as well as beginning designers seeking a strong grounding in the fundamentals, this program includes over 150 hours of web design education. You can earn your certificate in less than one year while practicing your skills on real-world projects to build your portfolio.



PROGRAM FAST FACTS

Classes meet Monday and Wednesday evenings,
6:30–9:30 p.m.

Next Cohort: February 17–December 14, 2016

Dallas campus

Tuition: \$4,395

Student loan options available.

KEY BENEFITS

LEARN FROM EXPERT INSTRUCTORS

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

STAY ON THE CUTTING EDGE

The skills and techniques you will learn are completely relevant and up-to-date for the changing world of web design.

BUILD YOUR PORTFOLIO

You can complete the program, while building your portfolio, in about 11 months.

WHO SHOULD ATTEND

- Aspiring web design professionals seeking a strong foundation in tools and techniques
- Seasoned web professionals looking to learn current best practices
- Graphic design professionals seeking to enhance their skill set, training, and resume
- Small business professionals looking to create or improve their website

REQUIRED COURSES

- Introduction to Web Design
- HTML5/CSS3: Level 1
- Photoshop Essentials for Web Design
- HTML5/CSS3: Level 2
- Illustrator Essentials for Web Design
- Web Graphics
- JavaScript and jQuery for Designers
- Fundamentals of User Experience and User Interface
- Responsive Design
- Web Design Capstone

PROGRAM FORMAT

This program is offered in a blended cohort format, with some classes meeting online and others in a classroom setting. The cohort format means you progress through the program with the same group of students. Students register and pay for the entire certificate at one time.

HOW TO ENROLL

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



>> LEARN MORE

Talk with a Program Advisor at 214-621-4834. Visit us online for course descriptions.

smu.edu/webdesign



GRAPHIC DESIGN

CERTIFICATE PROGRAM

In a competitive marketplace, brand recognition and design ingenuity are crucial. Learn to plan, manage, and deliver professional graphic design projects through this hands-on certificate program. You'll learn from seasoned professionals while you practice on real-world projects to build your portfolio. You can complete the program in nine months outside of work hours.



PROGRAM FAST FACTS

Classes meet Tuesday and Thursday evenings,
6:30–9:30 p.m.

Next Cohort: March 15–December 5, 2016

Dallas campus

Tuition: \$3,895

Student loan options available.

KEY BENEFITS

■ TAUGHT BY PRACTICING DESIGNERS

Learn graphic design from experts with years of experience in (and advice from) the field.

■ UNDERSTAND THE PROCESS

By working on real-world projects, you will build your technical skills and understand how to manage the phases of the design process.

■ FITS YOUR BUSY LIFE

You can complete the program in just nine months in convenient evening classes.

WHO SHOULD ATTEND

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

REQUIRED COURSES

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

PROGRAM FORMAT

This program is offered in a blended cohort format, with some classes meeting online and others in a classroom setting. The cohort format means you progress through the program with the same group of students. Students register and pay for the entire certificate at one time.

HOW TO ENROLL

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

MEET *your* INSTRUCTORS at
SMU.EDU/GRAPHICINSTRUCTORS 



>> LEARN MORE

Read full course descriptions on our website.

smu.edu/graphicdesign

DESIGN AND PHOTOGRAPHY COURSES

Sketchnoting and Graphic Recording

Sketchnoting and graphic recording translate verbal information into a visual format that is quickly and easily understood and digested. Great graphic recorders and sketchnoters don't need to be the best artists, but some basic, easily learned drawing techniques help. You just need to be a great listener and synthesizer of information to be able to quickly and instantaneously distill a complex concept into a visual. If you love design, visual communication, or you just love to draw, come explore what it takes to be a part of this exciting and expanding profession. During this course, you will learn the art, the science, and the business of graphic recording and sketchnotaking.

Mary Stall

4 Wednesday evenings, 6–9 p.m. 4/6–4/27

\$395

Adobe Lightroom for Photographers **NEW**

Adobe Lightroom can help you to prepare, edit, and organize your digital photos – for your own collection or to share. In this course, you will learn how to use this software tool to manage and edit digital images and to make the most of the program's capabilities. Lightroom is a great companion to Photoshop, and we will investigate how to use the two programs in conjunction with each other. This course will take place at a CAPE computer lab, and no additional materials nor equipment are required.

Teresa Rafidi

4 T, 5–7 p.m. 3/15–4/15

\$219

Adobe Photoshop for Photographers **NEW**

Adobe Photoshop is an invaluable tool for artists, photographers, and designers to create and edit digital images. In this course, you will learn the fundamentals of Photoshop and will understand how to use the program's tools to enhance and edit your photos. Designed for beginners, no previous Photoshop experience is necessary. This course will take place at a CAPE computer lab, and no additional materials nor equipment are required.

Teresa Rafidi

4 T, 5–7 p.m. 2/16–3/8

\$219

The Business of Photography **NEW**

Learn how to turn your passion and skill for photography into a successful business from a nationally-recognized industry veteran. From starting your creative enterprise to planning for retirement, you will gain the knowledge and skills to establish your own viable photography career. You'll leave with resources and a path to business success.

Jim Olvera

6W, 7–9 p.m. 3/16–4/20

\$149



Jeremy Ries, PMP

Senior Technical Lead – ISN Software
Project Management Certificate Program

How have you been putting your project management skills to work?

I use the skills from the course every day to keep projects on track, ensure I have the appropriate documentation at each step of the way, and help guide the projects through what should be done next. The biggest area I have improved on is the initiating phase. Planning up-front and ensuring we have well-defined objectives and targets to track the return on investment of the project has been invaluable.

What would you tell someone who's thinking about this course?

The course is well worth both the time and cost. The incorporation of real-world scenarios for in-class work helps solidify the concepts and techniques we discussed.

We heard you passed your PMP exam on the first try. Congratulations!

Yes, with the knowledge gained from this course, intensive studying, and multiple practice exams, I was able to achieve my PMP certification on the first try. I think the course was great for introducing the foundational knowledge. Project Management is more than just schedule and cost oversight. It is planning, tracking, and reporting on all aspects of a project – even before a project is kicked off with the project team, and it lasts beyond when the final deliverable is given to the client.

SHARE YOUR STORY

#mycapestory





PROJECT MANAGEMENT

CERTIFICATE PROGRAM

The discipline of project management is an essential part of almost every professional field. Leading and directing project teams is both a strategic competence and a career path in itself. You can set yourself apart from the competition by earning your Certificate in Project Management from SMU.



PROGRAM FAST FACTS

Classes meet Monday–Friday 8:30 a.m.–5 p.m.
40 PDU's
Dallas Cohort: February 29–March 4, 2016
Plano Cohort: April 25–29, 2016
Dallas campus
Tuition: \$3,495
Student loan options available.

KEY BENEFITS

- **LEARN FROM EXPERT INSTRUCTORS**
Learn from practicing professionals who share their years of hard-won experience.
- **DISCOVER PROVEN TOOLS FOR SUCCESS**
Understand the six elements of an effective project plan and how to manage and control project execution, communications, and reporting.
- **PMI-REGISTERED PROGRAM**
This program is taught by a PMI-Registered Education Provider and meets the educational requirement to sit for the PMP® exam.

WHO SHOULD ATTEND

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

REQUIRED COURSES

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

PROGRAM FORMAT

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

HOW TO ENROLL

Submit your application form and fee online. Enrollments are accepted on an ongoing basis. Register and pay by February 15 to save \$250.



See
Page 23
for
Details

NEW

PMP® EXAM PREP COURSE

June 2016



>> LEARN MORE

Free download: *Managing Troubled Projects* on our website.
smu.edu/projectmanagement



FINANCIAL PLANNING

CERTIFICATE PROGRAM

The U.S. Bureau of Labor Statistics predicts faster-than-average growth for financial planners as a better-educated, wealthier, and longer-living population requires more investment advice and financial guidance. The SMU Certificate Program in Financial Planning is designed to meet the educational requirement to sit for the CFP® exam. Our robust program combines expert instructors, a CFP-Board-registered curriculum, and flexible course schedules to provide the premier financial planning educational program in North Texas.



PROGRAM FAST FACTS

Intensive Program

Classes meet Tuesday evenings and select Saturdays
Begins January 19, 2016 (Plano campus)

Student loan options available
for the Intensive Program.

Traditional/Pacesetter Path

Classes meet Monday and Wednesday evenings
Begins April 4, 2016 (Dallas campus)

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.



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.



WHO SHOULD ATTEND

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

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)

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



>> LEARN MORE

Learn more about this SMU program and the CFP® certification process online.
smu.edu/cfp

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 2016.

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

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

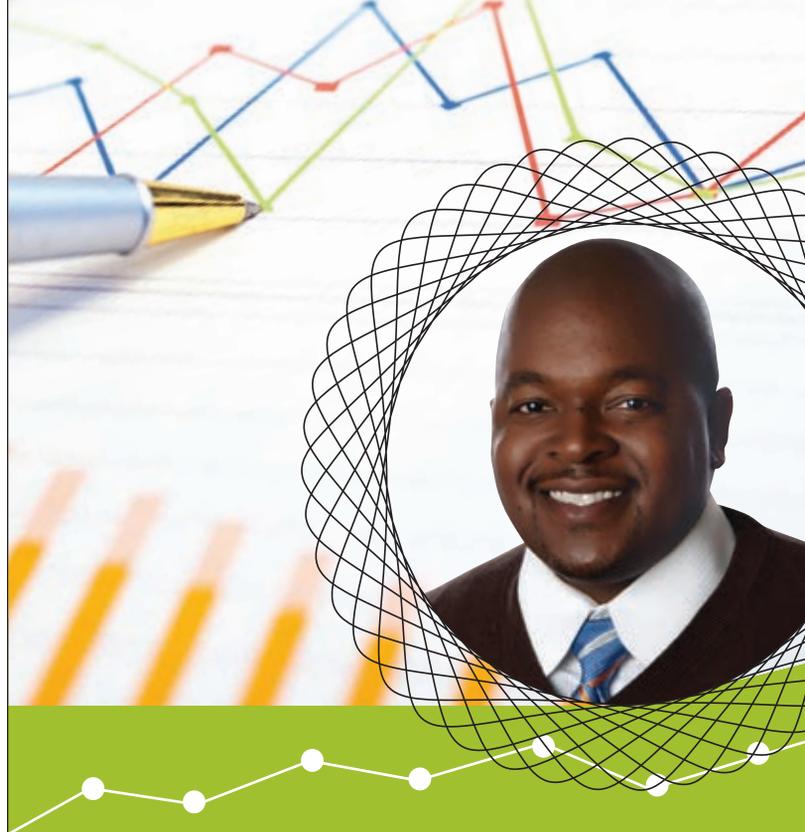
HOW TO ENROLL

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



CFP
EXAM PREP

Prepare for your CFP® exam with SMU and Dalton Test Prep.
February 24–26



Bryan C. Jackson, CFP® **Ellison Christopher, LLC** **Financial Planning Certificate Program**

What led you to take this program?

I was working closely with business owners as either their insurance or investment advisor, and I was beginning to get questions from them about financial planning matters that I was not comfortable answering. A friend who had completed the SMU financial planning certificate recommended this program to me.

What has been your favorite course or instructor?

Tom Ricks' Capstone class was the last course in the CFP® curriculum, and it brought all of the pieces together to solve financial planning case studies. Tom was patient and knowledgeable. He brought his real-world experiences into the classroom and helped us consolidate our thinking as a group to solve complex problems.

What was the biggest benefit of the program for you?

You simply cannot put a price on the relationships you will develop with your classmates and the knowledge you will acquire as a result of taking CAPE courses.



SHARE YOUR STORY
#mycapestory



U.S. INTELLIGENCE ANALYSIS

CERTIFICATE PROGRAM

Designed to give you a broad perspective of strategic U.S. intelligence, this five-day program touches on all phases of the intelligence cycle, from requirements to reporting, with an emphasis on supporting leadership decision-making. Taught by seasoned professionals with substantial high-level experience, this course culminates in a capstone exercise in which students prepare and present a brief based on real-world scenarios. Whether you are looking to move into an intelligence role in public safety or in the private sector, this program will provide a wealth of real-world experience from veterans of the intelligence community.



PROGRAM FAST FACTS

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

Next Cohort: March 7–11, 2016

Dallas campus

Tuition: \$2,495

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

KEY BENEFITS

■ LEARN FROM THE EXPERTS

All 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.

MEET *your* INSTRUCTORS at
SMU.EDU/INTELINSTRUCTORS 

WHO SHOULD ATTEND

- Public safety and law enforcement professionals who want to add intelligence to their skill sets
- Private and corporate security professionals
- Those exploring careers in the intelligence field

PROGRAM FORMAT

The certificate program is offered in an intensive, face-to-face, classroom setting over the course of five consecutive days. The program contains 40 hours of classroom education. Texas Peace Officers will receive 40 hours of TCOLE credit for the successful completion of this program.

HOW TO ENROLL

Submit your application form, a statement of interest, and fee online. Applications will be carefully reviewed and background checks will be conducted on all prospective participants. Applications are accepted on an ongoing basis.

“
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 GRADUATE



>> LEARN MORE

Visit our website for course details.
smu.edu/intelligence

CYBER INTELLIGENCE

CERTIFICATE PROGRAM

NEW

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



PROGRAM FAST FACTS

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

Next Cohort: May 16–20, 2016

Dallas campus

Tuition: \$2,495

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

KEY BENEFITS

■ LEARN FROM THE EXPERTS

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

■ DEVELOP YOUR SKILL SET

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

■ PREPARE FOR THE FUTURE

Leverage what you learn to minimize future risks.

WHO SHOULD ATTEND

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

PROGRAM FORMAT

The certificate program is offered in an intensive, face-to-face, classroom setting over the course of five consecutive days. The program contains 40 hours of classroom education. Texas Peace Officers will receive 40 hours of TCOLE credit for the successful completion of this program.

HOW TO ENROLL

Submit your application form, a statement of interest, and fee online. Applications will be carefully reviewed and background checks will be conducted on all prospective participants. Applications are accepted on an ongoing basis.

LAW ENFORCEMENT PROFESSIONAL CERTIFICATE

NEW

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

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



PARALEGAL STUDIES

CERTIFICATE PROGRAM

Paralegals are an essential part of the successful law firm. The SMU CAPE Paralegal Studies Certificate is designed to give you an overview of the profession with an emphasis on practical skills. With more than 125 hours of classroom instruction, this robust six-month post-baccalaureate program gives you a solid foundation in essential processes and procedures. You will learn practical skills and knowledge used every day in the legal workplace.



PROGRAM FAST FACTS

Classes meet Saturdays, 9 a.m.–4 p.m.

Dallas Cohort: February 20–August 20, 2016

Plano Cohort: April 12–September 22

Tuition: \$5,495

Student loan options available.

KEY BENEFITS

■ LEARN FROM EXPERT INSTRUCTORS

Each course is taught by a practicing professional – attorneys and paralegals – who are experts in their fields.

■ UNDERSTAND THEORY AND PRACTICE

Gain a grounding in key areas of the law as well as practical insights about the paralegal profession.

■ FLEXIBLE SCHEDULING

Evening and weekend options are available on the Dallas and Plano campuses to fit with your busy life.



PARALEGAL STUDIES

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



WHO SHOULD ATTEND

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

REQUIRED COURSES

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

Units on career preparation and e-filing are also included in the certificate curriculum.

PROGRAM FORMAT

This program is offered in a face-to-face, classroom setting in a cohort format, which means you progress through the program with the same group of students. Due to the cohort nature of the program, students register and pay for the entire certificate at one time.

HOW TO ENROLL

Submit your application form and fee online. Admission to the program requires a four-year undergraduate degree. Enrollments are accepted on an ongoing basis. Register and pay by February 6 to save \$250.

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



>> LEARN MORE

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

smu.edu/paralegal



ENTREPRENEURSHIP COURSES

Turning Your Idea Into a Startup

This course is designed to assist new and prospective entrepreneurs in the process of evaluating a business idea for feasibility and planning for its launch. Through hands-on exercises in an intimate classroom environment, the instructor will guide participants in creating plans and a strategy to launch a startup. After completing this course you will have gained an understanding of how to evaluate a business idea for feasibility, how to apply lean startup strategies, tools to prepare for legal and structural issues of launching a business, access to resources and contacts to prepare for business launch. This course is taught by one of DFW's top leaders and educators in the entrepreneurial community.

Rick Jackson

4 Tuesday evenings, 6–9 p.m. 4/26–5/17

\$395

Turning your Startup into a Business

This course is designed for entrepreneurs who have already taken the initial steps in starting a business and now need to quickly grow and optimize your business. Through case study-based content and hands-on exercises, you will gain an understanding of some of the best strategies, tactics, and tools to quickly gain customer insights, determine product-market fit, make adjustments to your model and turn your beta clients into clients and your clients into your evangelists. Using lean startup strategies, you will learn principles and processes of customer development, strategy tactics and tools for collecting customer insights quickly and accurately, interpreting customer need and honing and improving your sales skills, the process of commercialization, and financing strategies for growing a business.

Rick Jackson

4 Tuesday evenings, 6–9 p.m. 5/31–6/21

\$395

Mastering Technical Sales: Strategy, Systems and Processes

Being able to communicate technical information in easily-understood concepts and having a keen awareness of the technical sales processes is the crucial ingredient to closing any high-value deal. This course is broken into four major components that allow you to practice and hone your sales skills and gain insight into how you can leverage your unique position to influence the success of a deal. You'll learn communication techniques for technically-oriented sales, researching your customer and their decision makers, effectively handling objections and mastering sales processes, and proof of concept strategy.

Brian Williams

4 Monday evenings, 6–9 p.m. 4/25–5/16

\$495



Nonprofit Leadership Certificate

FALL 2016

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 nonprofit executives to collaborate and learn with their 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 certificate program covers industry best practices.

Professionals with at least five years of nonprofit work experience and two years in an executive leadership position are encouraged to apply.

Apply by August to join the fall cohort.

Visit smu.edu/nonprofit for more information.

a joint program offered by

CNM  CONNECT



SMU

CONTINUING AND PROFESSIONAL EDUCATION

smu.edu/nonprofit



TEST PREPARATION

COLLEGE AND GRADUATE ADMISSION

SAT Blitz Preparation Course

With SMU Test Prep, you will be prepared for the changes in the SAT and will reach your exam date ready to achieve your peak performance. We will meet once-per-week, allowing you plenty of time to practice skills between sessions. This format leads to greater opportunities for learning and interaction with our expert instructors. Courses are scheduled in the weeks leading up to the most popular SAT dates.

Section A: SA, 8:30 a.m.–12:30 p.m. 4/2–4/23

Section B: SA, 8 a.m.–12 p.m. 4/30–5/21 \$399

SAT/ACT Intensive Programs

Use your 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.

SAT Spring Break Institutes

3/7–3/10 (Dallas and Plano) \$495

Summer Institutes in Dallas

ACT 6/6–6/9

SAT 6/20–6/23

SAT 7/25–7/28

ACT 8/1–8/4 \$495

Summer Institutes in Plano

SAT 7/11–7/14

ACT 7/18–7/21

SAT 8/1–8/4 \$495

GMAT Preparation Course

The GMAT prep class provides 24 hours of classroom instruction on the Quantitative, Verbal, Integrated Reasoning, and Analytical Writing sections of the GMAT. It also prepares you for the Problem Solving and Data Sufficiency questions most typically included in the GMAT's Quantitative section. You will learn the critical reasoning skills tested in the Integrated Reasoning section and will strengthen skills to master the Reading Comprehension and Sentence Correction components of the test. Our proven tips will help you save time, eliminate mistakes, and improve your GMAT score. This class is ideal for anyone looking to pursue an M.B.A. or other business degree within the next five years.

Section A: SA, 8 a.m.–12 p.m. 1/23–2/27

Section B: T/TH, 6–9 p.m. 3/22–4/14 \$999

GRE Preparation Course

This comprehensive GRE prep class covers each of the three main sections of the GRE General Test – Analytical Writing, Verbal Reasoning, and Quantitative Reasoning. This 24-hour classroom program will prepare you for the variety of questions you might encounter on the GRE.

This course is designed for current college students, recent graduates, and potential graduate school applicants looking to gain the complex quantitative and verbal skills needed to succeed on the GRE.

Section A: SA, 1–5 p.m. 1/23–2/27

Section B: M/W, 6–9 p.m. 3/21–4/13 \$999

LSAT Preparation Course

This intensive LSAT prep program includes 30 hours of classroom instruction from experienced exam preparation professionals. The program uses proven techniques to simplify the LSAT. Learn easy-to-apply strategies for answering Logical Reason questions and Reading Comprehension passages. This class provides a comprehensive explanation of the Analytical Reasoning logic games and strategies for quickly solving each type of game. LSAT textbooks, study guides, diagnostic exams, and expert instruction are all included. This course is ideal for current undergraduates, recent graduates, and anyone looking to apply to law school.

Section A: T/TH, 6–9:20 p.m. 1/5–2/2

Section B: M/W, 6–9 p.m. 4/18–5/25

Section C: T/TH, 6–9 p.m. 5/3–6/2 \$999

Online options for GMAT, GRE, and LSAT are also available. Visit smu.edu/testprep

FREE



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

TEST PREPARATION

PROJECT MANAGEMENT

PMP® Exam Prep Course

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

Wednesday–Friday, 8:30 a.m.–5 p.m. 6/1–6/3 \$1,495

Project Risk Management: PMI-RMP® Exam Prep

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

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

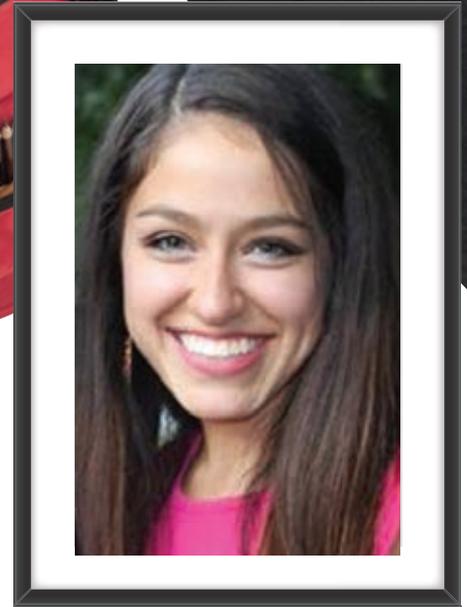
Agile Certified Practitioner (PMI-ACP)™ Exam Prep

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

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



Orchestrating *the* Possibilities
Project Management Certificate Program



Nina Flores High School Senior

What types of CAPE courses have you taken?

I took both the SAT and ACT Summer Institutes as well as the Summer Youth Program when I was younger.

Why did you choose SMU CAPE for your test prep?

At my high school, many of my friends have taken their test prep classes through SMU and they recommended it to me.

When did you start taking courses with us?

I actually began taking classes in 2011 at the Summer Youth Program in Plano. It was perfect for me, since I plan to major in engineering.

What has been your favorite course, instructor, or experience?

My SAT instructor was great. She made the exam fun. Our problems were puzzles with solutions to be found, and solving them was invigorating. I saw the SAT exam through a new set of lenses. The test became a fun experiment rather than an intimidating or daunting task. And it helped me score well on my SAT!

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PERSONAL ENRICHMENT | INFORMAL COURSES FOR ADULTS

ART HISTORY

Gustave Caillebotte: Impressionist Views of Life and Leisure in Modern Paris

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

Lane Banks

4 TH, 1:30-3 p.m. 1/14-2/4

\$129

Jackson Pollock and Abstract Expressionism NEW

Learn about the groundbreaking works by American artists of the mid twentieth-century, who eschewed representational imagery in favor of abstraction. Explore Jackson Pollock's action painting, the color field works of Barnett Newman and Mark Rothko, plus notable examples by Motherwell, de Kooning, and Frankenthaler. We also will read the criticism of Clement Greenberg, who championed the Abstract Expressionists and who had enormous impact on the reception and acceptance of their work. This course will include a visit to the Dallas Museum of Art and its special exhibition *Jackson Pollock: Blind Spots*.

Lane Banks

Section A: 2 TH, 1:30-3 p.m. 2/25, 3/3 and 1 SA, 1:30-3 p.m. 3/5

Section B: 2 TH, 7-8:30 p.m. 3/10, 3/17 and 1 SA, 1:30-3 p.m. 3/19 \$99

Thomas Hart Benton and American Scene Painting NEW

Thomas Hart Benton is the most recognized artists of the American Scene, or Regionalist, movement of the 1930s which elevated ordinary citizens, working classes, and landscapes of life in the heartland to heroic high art. We will trace Benton's contribution to American art as an influential artist as well as teacher and will investigate the work of other American Scene painters, including Grant Wood, John Steuart Curry, Edward Hopper, and Alexandre Hogue. The course will include a visit to the Amon Carter Museum of American Art and its special exhibition *Thomas Hart Benton and Hollywood*.

Lane Banks

Section A: 1 TH and 1 SA, 1:30-3 p.m. 3/31, 4/2

Section B: 1 TH, 7-8:30 p.m. 4/28 and 1 SA, 1:30-3 p.m. 4/30 \$89

Picasso the Sculptor NEW

Though his paintings are among the icons of modern art, Pablo Picasso was an equally inventive sculptor. You will learn about Picasso's three-dimensional works and compare his sculptures to themes explored in paintings, drawings, and prints. Investigate the varied influences from which Picasso collected his sculptural language, including African sculpture and masks and ancient Spanish (Iberian) sculpture, and discover the diversity of materials and techniques used in his sculptures. This course will look particularly at the works featured in the *Picasso Sculpture* exhibition at the Museum of Modern Art in New York.

Lane Banks

Section A: 4 TH, 1:30-3 p.m. 4/7-4/28

Section B: 4 TH: 7-8:30 p.m. 5/5-5/26 \$129

Superstars of Northern Baroque Art

Examine the lavish art of seventeenth-century northern Europe, from genre paintings, still-lives, and portraits to landscapes and dramatic biblical and mythological scenes. You will investigate the careers of leading northern Baroque artists, particularly Rubens and Rembrandt, as well as notable works by Vermeer, Poussin, and others. This course will prepare you for an informed visit to the Kimbell Art Museum's special exhibition *The Brothers Le Nain: Seventeenth-Century Painters of France*. **Note:** Does not include field trip to the Kimbell Art Museum.

Martha Anne Fielder, Ph.D.

5 TH, 7:30-9 p.m. 5/12-6/9

\$139



>> ENROLL EARLY AND SAVE

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

smu.edu/informal

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

Join art guru Gail Sachson to visit some of the city's leading galleries to discover Dallas' vibrant art scene. Become an art insider and engage in lively and provocative discussion about the latest happenings in the art world. Register for one or multiple options, as each meeting will focus on new artists, galleries, and creative neighborhoods.

Gail Sachson, M.F.A.

Section A: 1 SA, 1-3:30 p.m. 3/5

\$59

Section B: 1 SA, 1-3:30 p.m. 4/9

\$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 – without ever leaving home. Join us for an insider's view of the 2015 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. 4/16

\$65

The Houses of Charles Dilbeck

Charles Dilbeck was one of the most popular and prolific residential architects in Dallas during the mid-twentieth century, having designed more than 550 homes in a variety of styles over a 35-year period. Take a pictorial journey through the houses, architectural styles and building materials, and contrast his work with the formal and classical designs being produced by other architects in the city at the time, such as Hal Thomson and Mark Lemmon.

Jann Mackey, Ph.D.

1W, 7-8:30 p.m. 3/30

\$49

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 at the iconic 3525 Turtle Creek high rise 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.

Visit smu.edu/cape for date and time.

\$49



Jann Mackey, Ph.D.

Architectural Historian and CAPE Instructor

What led you to start teaching courses with CAPE?

I am a perpetual student! I have two degrees from SMU and have also enjoyed attending non-credit CAPE courses for over 20 years. When *Downton Abbey* first aired, I was really interested in the art and architecture of Highclere Castle. At that time, PBS had not yet aired any programs about the architecture of the castle, so I decided to put together a course proposal for CAPE. I figured the topic would be popular, and, sure enough, it was! After that, I found that many CAPE students are as interested in other British country houses as I am, so I developed more courses for the ensuing semesters.

What do you enjoy most about working with CAPE?

CAPE students are delightful and such a pleasure to teach. CAPE students are very well educated with rich life experiences. The students always have something interesting to add to the class discussion.

What is your most memorable CAPE teaching experience?

The first time that I taught a course on the subject of historic houses in Dallas, I wasn't sure how much interest there would be, so I chose the most popular architect ever to work in Dallas, Charles Dilbeck, as my initial course subject. As it turns out, the class sold out and the majority of the participants were Dilbeck homeowners! They shared stories about their beloved Dilbeck homes, and Dilbeck's wife and grandson even attended the class. Since then, I have been so thrilled and gratified by the interest that many CAPE students have in the historic architecture of Dallas.



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Tell Us ...

What courses interest you?
We're always looking for new ideas and
look forward to hearing from you.

smuthink@smu.edu

STUDIO ART

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

Discover Drawing

For the true beginner! This introductory drawing course uses step-by-step exercises developed from scientific research on right-brain creativity to teach anyone to draw. Learn how to break old perception patterns, overcome the fear of failing to "do it right," let go of inhibitions, and shed old and counterproductive attitudes.

Jane Cross, Ph.D.

4 SA, 1-4 p.m. 1/23-2/20, skip 2/13

\$195

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. 2/22-3/28

\$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. 3/21-4/25

\$235

Drawing Plus Color

This course takes you beyond *Discover Drawing* to explore the next steps in making art: transitioning to drawing with color using a variety of media, including pens, watercolor pencils and crayons, colored pencils, and ink. Though basic drawing skills are helpful to students' success, no prerequisites are required. Registration fee includes all materials.

Jane Cross, Ph.D.

4 SA, 1-4 p.m. 4/2-4/23

\$229

Oil Painting for Beginners

Open to beginning students with little or no experience, this course will introduce you to the fundamentals of painting with oil. We will investigate the materials and techniques unique to oil painting as well as 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. 3/16-4/20

\$235

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 we'll also 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. No matter your starting point, 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. 1/27-3/2

\$235

Exploring Media: Painting with Gouache

Try your hand at gouache, watercolor's opaque cousin, through a variety of projects that will hone your skills and enhance your knowledge of visual art principles. We will complete a new project each week and will focus on gouache painting technique, color relationships, and depiction of space. In this course, you will gain a better understanding of this medium's unique qualities and possibilities.

Anna Membrino, M.F.A.

4W, 5:45-8:45 p.m. 2/3-2/24

\$195



Taos Painting Experience: Summer 2016

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 and will conclude our experience on Tuesday with a short painting session, final critique, and a group meal in Taos.

Suzanne Kelley Clark, M.F.A.

W-T, 9 a.m.-4 p.m. 7/6-7/12

\$650

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. We 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. 3/5–4/30, skip 3/26 \$235

Abstract Painting **NEW**

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

Anna Membrino, M.F.A.

4 W, 5:45–8:45 p.m. 3/16–4/6 \$215

Beginning Calligraphy: The Art of Handlettering

This course will introduce the tools and techniques of calligraphy, and you'll learn the foundations of handlettering in five different styles. In the course of six lessons, you will become comfortable using a variety of materials and confident in developing a calligraphic composition.

Susie-Melissa Cherry

6 M, 6–7:30 p.m. 1/25–2/29 \$149

Calligraphy: Intermediate Handlettering

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

Susie-Melissa Cherry

6 M, 6–7:30 p.m. 3/7–4/11 \$149

Printmaking, Level II

This course introduces line etching and aquatint etching, techniques used by artists such as Rembrandt, Goya, and Picasso. 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.

8 W, 6:30–9 p.m. 2/3–3/30, skip 3/16 \$295

Beginning Jewelry Making

This course will introduce the tools and techniques to design and make jewelry. Explore design elements such as shape, color, length, and pattern to create unique pieces of wearable art. Students will have the opportunity to create bracelets, necklaces, and earrings using beading and wire wrapping techniques. Registration fee includes all materials.

Emely Galiana Tascon

2 T, 2 TH, 6:30–8:30 p.m. 4/5–4/14 \$165

PHOTOGRAPHY

Beginning Digital Photography

Photography tells a story from your imagination. 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. 1/20–2/10 \$275

Intermediate Digital Photography

Photography is a visual expression, and understanding your camera will help you to create compelling images. In this course, we will revisit basic settings on DSLR cameras and then will look closer at more functions. 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. 2/17–3/9 \$275

The Business of Photography **NEW**

Learn how to turn your passion and skill for photography into a successful business from a nationally-recognized industry veteran. From starting your creative enterprise to planning for retirement, you will gain the knowledge and skills to establish your own viable photography career. You'll leave with resources and a path to business success.

Jim Olvera

6 W, 7–9 p.m. 3/16–4/20 \$149

Adobe Photoshop for Photographers **NEW**

Adobe Photoshop is considered one of the leading photo editing software platforms, and it is an invaluable tool for artists, photographers, and designers today in creating images. In this course, you will learn the fundamentals of Photoshop and how to manipulate, crop, resize, and correct color photos. Designed for beginners, no previous Photoshop experience is necessary. This course will take place at a CAPE computer lab, and neither additional materials nor equipment are required.

Teresa Rafidi

4 T, 5–7 p.m. 2/16–3/8 \$219

Adobe Lightroom for Photographers **NEW**

Adobe Lightroom can help you to prepare, edit, and organize your digital photos – for your own collection or to share. In this course, you will learn how to use this software tool to manage and edit digital images and to make the most of the program's capabilities. Lightroom is a great companion to Photoshop, and we will investigate how to use the two programs in conjunction with each other. This course will take place at a CAPE computer lab, and no additional materials nor equipment are required.

Teresa Rafidi

4 T, 5–7 p.m. 3/15–4/5 \$219

MUSIC

Beginning Acoustic Guitar

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

Robert Krout, Ed.D.

12W, 7:30–8:30 p.m. 1/27–4/20, skip 3/9

\$349

Intermediate Acoustic Guitar

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

Robert Krout, Ed.D.

12W, 6–7 p.m. 1/27–4/20, skip 3/9

\$349

Beginning Fun with the Ukulele **NEW**

The ukulele has rapidly grown in popularity in recent years, with Warren Buffett, Zooey Deschanel, and Cybil Shepherd among the instrument's many devotees. Learn beginning ukulele skills to play and accompany a variety of folk, rock, and pop songs from the 1950's to today. We will sing while we plan and will practice strumming and finger-picker techniques. You will learn to play in a supportive, fun, and instructive class setting from a patient and experienced instructor.

Robert Krout, Ed.D.

12 TH, 6–7 p.m. 1/28–4/21, skip 3/10

\$349

Beginning Piano, Level I

Designed for the true beginner, you will learn the fundamentals of reading music, keyboard playing, and music theory. Through individual attention and ample opportunity to play and read music, you will establish good habits and learn key piano skills.

Daniel O'Donoghue, M.M.

12 SA, 10–11 a.m. 1/30–4/30, skip 3/12, 3/26

\$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, and we will explore harmonization and improvisation.

Daniel O'Donoghue, M.M.

12 SA, 11:15 a.m.–12:15 p.m. 1/30–4/30, skip 3/12, 3/26

\$349




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LITERATURE AND FILM

Thomas Hardy's Last Masterpiece: *Jude the Obscure* **NEW**

Published in 1895, *Jude the Obscure* was Thomas Hardy's last novel; he turned to poetry for the rest of his life, scarred by the hostile response Jude received. Now considered by some as one of the best English novels of all time, the book explores topics that are contemporary and relevant today – class prejudice, ambition and access to higher education, and loveless marriage. Join us to read this tragic novel together and for stimulating discussion about what makes *Jude the Obscure* still relevant, moving, and effective 120 years after its publication.

James Greene

6 T, 7–9 p.m. 2/2–3/8

\$179

Texas on Film **NEW**

Texas has long held a special place in the imagination of filmmakers, and the state has provided the backdrop for many iconic American films. We will examine a selection of films, with particular attention to connections between the movies and visual art, fashion, and design of the same time period. Discover the work of early Texas artists, many of whom are well represented in Dallas museum collections, and how they impacted the stylistic choices of filmmakers and their depiction of Texas on screen.

Rae Pleasant

4 W, 6–8 p.m. 1/20–2/10

\$129

Citizen Kane: Orson Welles and the Making of a Classic **NEW**

Released 75 years ago, *Citizen Kane* remains one of the most important and influential films in cinematic history. His first feature film, Orson Welles produced, directed, and starred as Charles Foster Kane, based largely upon newspaper magnate William Randolph Hearst, when he was only 25 years old. Learn more about Welles' path to Hollywood – from the Mercury Theatre on Broadway, to the 1938 radio broadcast of H.G. Wells' *The War of the Worlds*, and the creation of the iconic *Kane*.

Martha Anne Fielder, Ph.D.

3 M, 7:30–9 p.m. 6/13–6/27

\$99

Screenwriting I Workshop

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, 7–9:30 p.m. 2/18–3/24

\$209



Cary Walker

Tour Guide and Guidebook Researcher
for Rick Steves' Europe

CAPE Student and Instructor

What types of CAPE courses have you taken?

I started taking CAPE courses in 2009, including Spanish for Beginners and Italian for Beginners. I wanted to improve my language skills professionally and for leisure travel. I also took Memory Power to remember names more easily and to rely less on my notes during public speaking engagements.

Why did you want to start teaching with CAPE?

I often meet people who are overwhelmed by the process and the expense of planning a trip to Europe. Getting the plane ticket is just the first step. I want to encourage and equip people with the information they need to maximize their time and their experiences in the local culture. Travel can be life-changing if done in the right way!

What has been your favorite experience with CAPE?

I love walking around campus before and after class. That excitement of going back to school and learning something new never gets old.

What is your favorite memory from a CAPE course?

I ran into an old friend at my first CAPE course back in 2009. We rekindled our friendship and practiced our Spanish between classes.



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HISTORY, CULTURE, AND TRAVEL

Europe 101 **NEW**

With an expert as your guide, learn how to travel smoothly and affordably through Europe and discover practical ways to plan your trip to make the most of your time and money. Your instructor is a member of Rick Steves' team, serving as a tour guide and guidebook researcher. She will share her top tips for navigating European transportation systems, finding the best accommodations, connecting with the locals, staying safe, and packing light. This information-packed session will help you plan a fantastic European adventure with confidence!

Cary Walker

1 M, 6:30–9 p.m. 1/25

\$55

La Dolce Vita: Explore Italy in Dallas **NEW**

Experience the rich history, culture, and culinary tradition of the le Marche region of Italy, no passport needed! Learn key phrases and customs from a native Italian, discover unique food and wine pairings, and explore cucina italiana with a field trip and tasting at Jimmy's Food Store in East Dallas. Though less known to tourists than neighboring Umbria, le Marche is situated between the Apennine Mountains and the Adriatic Sea and offers a variety of opportunities to experience Italy's treasures – from seaside resorts to the Renaissance splendor of Urbino, Raphael's birthplace.

Piero Pagliardini

1 F, 1:30–3:30 p.m. 2/5 and 1 SA, 3:30–5:30 p.m. 2/6

\$99

The Early Tudors: The Mid-Life Crisis of Henry VIII and His Six Wives **NEW**

Meet the first sovereigns of the Tudor Dynasty, among the most well-known figures in British royal history. Henry VII ascended the English Throne in 1485, after his victory at Bosworth Field ended the War of the Roses, initiating an eventful period of Tudor rule. The legacy of his son Henry VIII, beginning in 1509, is best remembered for his six marriages and the religious crisis triggered by his break with the Roman Catholic Church. Learn more about "England's most infamous bad boy" and the cycle of marriages and annulments that marked his reign.

Martha Anne Fielder, Ph.D.

5 M, 7:30–9 p.m. 2/1–3/7, skip 2/15

\$139

Benjamin Franklin and the American Character

Why did Thomas Jefferson call Benjamin Franklin "the greatest man and ornament of his age and country"? Franklin offers keys to his success as printer, scientist, inventor, statesman, humanitarian, and humorist in his *Autobiography*, an outstanding work in American literature and a primary source in American history. Through his *Autobiography*, we will focus on 1. Franklin's discoveries of how to develop a good character, the pursuit of which he called "the science of happiness," 2. his impact on the American character, and 3. his vital role in creating the American republic.

Jody Potts, Ph.D.

4 W, 1:30–3 p.m. 3/2–3/23

\$109

George Washington: Commander in Chief **NEW**

Before he became the first U.S. president in 1789, George Washington commanded the Continental Army in the American Revolution, winning independence from Great Britain in 1783. In this course, we will look at Washington's victorious role as general and commander in chief of the colonial troops in their unlikely defeat of the British army, the mightiest in the world. Follow Washington from the Battle of Long Island in 1776 to the decisive victory in Yorktown in 1781 and explore the hallmarks of his leadership and important decisions made along the way.

Jody Potts, Ph.D.

4 W, 1:30–3 p.m. 4/6–4/27

\$109



— ★ ★ ★ —
The SMU Center for Presidential History
offers lectures and programs
about the American presidency.

— ★ ★ ★ —
smu.edu/cph



LANGUAGES

French

French for Travelers

Before you plan your next trip to Paris or anywhere in “la belle France,” learn five keys of French language and culture that will pave the way for a great experience. Become familiar with essential phrases, indispensable pronunciation tips, and French etiquette to make you feel at home. This course complements regular French courses; however, no previous French study is required for enrollment.

Elizabeth New Seitz, Ph.D.

1T, 1W, 1TH, 7–9 p.m. 2/16–2/18

\$109

Italian

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.

4 M, 2:30–4:30 p.m. 1/25–2/22, skip 2/15

\$119

Italian for Beginners, Level I

Begin your study of Italian with basic vocabulary, simple grammar rules, and sample dialogues for travelers and tourists. Improve your conversation skills through practice in class discussions and by reading passages.

Damiano Bonuomo, M.A.

10 F, 9:30–11 a.m. 1/29–4/15, skip 3/11, 3/25

\$179

Italian for Beginners: Review and Practice **NEW**

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.

4W, 6–8 p.m. 4/6–4/27

\$119

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.

10W, 7:30–9 p.m. 1/20–3/30, skip 3/9

\$179

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.

10W, 6–7:30 p.m. 1/20–3/30, skip 3/9

\$179

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 will explore customs and cultural insights from various Spanish-speaking countries. We'll focus on developing basic speaking, listening, reading, and writing skills – essential elements to build your Spanish fluency.

Lucille Herrera, M.A.

12 M, 6–7:30 p.m. 1/25–4/25, skip 2/15, 3/7

\$199

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.

12 M, 7:30–9 p.m. 1/25–4/25, skip 2/15, 3/7

\$199

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.

12 T, 7:30–9 p.m. 1/26–4/19, skip 3/8

\$199

Spanish: Intermediate, Level I

Refine your Spanish language skills and continue to develop your vocabulary and understanding of grammar. This course will focus on more advanced parts of speech, moods, and tenses, including the subjunctive and imperfect and will include verbal and reading exercises.

Alba Carvajal, M.A.

12 T, 6–7:30 p.m. 1/26–4/19, skip 3/8

\$199

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 M, 7–8:30 p.m. 1/25–3/14, skip 2/15, 3/7

\$109

Level II: 6 M, 7–8:30 p.m. 3/21–4/25

\$109

Intermediate: 6W, 7–8:30 p.m. 2/16–3/29, skip 3/8

\$109

Short Stories of Spain

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.

10 M, 6–7:30 p.m. 1/25–4/11, skip 2/15, 3/7

\$199

PERSONAL DEVELOPMENT

The Lively Mind: Improve Your Creative and Critical Thinking

Sharpen your thinking skills in perception, memory, imagination, and judgment through left and right brain learning techniques that are quick, easy, and fun. You will learn to combine logic and creativity to absorb information faster, remember longer, innovate easily, and make better choices. The objective: a keen, energetic mind, thinking at full capacity.

Jody Potts, Ph.D.

4 W, 1:30–3 p.m. 1/27–2/17

\$149

Ready, Set, Goal! NEW

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

Susan Stageman, M.A.

4 TH, 6:30–8:30 p.m. 2/4–2/25

\$149

The Mindful, Self-Compassionate Way to Change Your Brain

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'll come away rejuvenated and with knowledge and skills to make better decisions, improve relationships, and effectively manage stress.

Denette Mann, M.Ed.

1 SA, 9:30 a.m.–12:30 p.m. 4/2

\$55

Personal Discovery: Maximize Your Personal Strengths and Talents NEW

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

Kimberly Rutigliano, M.B.A.

2 F, 9–11 a.m. 4/22, 4/29

Course meets at Plano campus

\$199

Keys to Learning Success NEW

If you are preparing for graduate school, a professional certificate program, or embarking on another educational endeavor, this course will provide resources and strategies to help you succeed and stay motivated. You will gain insight about your personal learning styles and will develop effective critical thinking and study skills; by the end of this class, you will have the knowledge of greater self-awareness, stronger self-management, and a clearer sense of your goals.

Shirley Kaczka, M.L.A.

10 T/TH, 6–9 p.m. 1/26–2/25

\$355

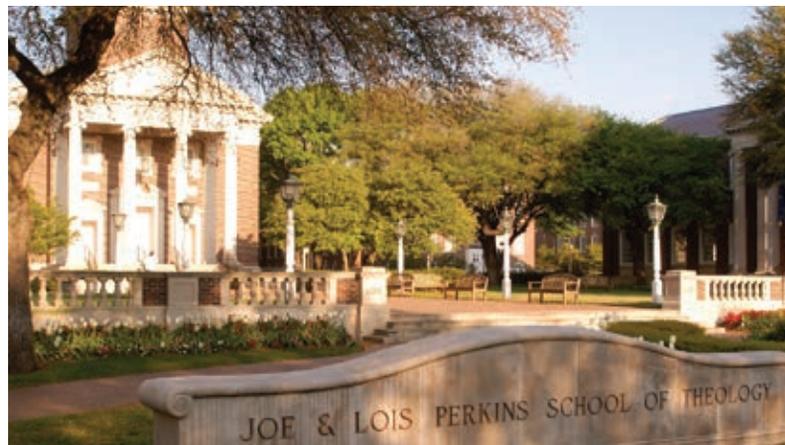
Re-Entering the Workforce after Time Away

If you have had to take time out from your professional life, the prospect of re-entering the workforce can be both exciting and daunting. This course has been developed to give you a step-by-step guide to find a job that meets both your professional and personal goals. Learn how to strategically organize your resume to highlight your strengths and skills, minimize gaps in professional employment, and use key words and phrases that will get your resume and cover letter noticed. You will also practice your interviewing techniques in a low-risk environment and discuss strategies for successful salary negotiations.

Dennis Grindle

3 T, 9–11 a.m. 4/12–4/26

\$295



SMU Perkins School of Theology

PRESENTS

The Peculiar Gift of the Old Testament

Professor Walter Brueggemann

February 1, 2016

7:30 p.m.

Wesley Hall

Highland Park United Methodist Church

*This lecture is a part of Ministers Week.
Visit smu.edu/perkins for more information*

PERSONAL FINANCE

Breaking Bad: Financial Pitfalls to Avoid

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

William Larson, CFP®

3 T, 6–9 p.m. 3/15–3/29

Course meets at Plano campus

\$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. 2/16–3/1

\$149

Avoiding the Big Mistake: Creating a Smart Investment Plan

The world of investing can be quite intimidating, which causes many investors to become overwhelmed and take the path of least resistance... “The Do-Nothing Strategy.” In this course, you will learn the components of a successful investment plan and the steps to create a strategy that puts you in control. You’ll come away feeling confident to make educated financial decisions with a clear path for success.

Bradley Wilson, CFP®

4 M, 6:30–8:30 p.m. 4/4–4/25

\$149

Financial sense Workshops **NEW**

These short workshops on focused topics will help you to take stock and get on 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 ensure 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®

2/3 Strategies for Savings

\$49

3/2 What Do I Need to Know Before Retirement?

\$49

4/6 Will My Money Last Through Retirement?

\$49



Share Your CAPE Story What is **your** CAPE story? Maybe it is well underway, or maybe it is a story waiting to be told. With professional courses and certificates, test preparation, summer youth programs, and 60 years of offering personal enrichment courses under our belt, you can rest assured your story will be in good hands. Take a course, and then share your story. #mycapestory



MORE EDUCATIONAL OPPORTUNITIES FOR ADULT LEARNERS

COX SCHOOL OF BUSINESS

SMU Cox is influencing the way the world does business, one student at a time. Programs include:

- Professional MBA – Designed for working professionals with more than two years of experience, this part-time program offers ten concentrations and minors with classes held on evenings and weekends.
- Executive MBA – Designed for students with an average 15 years of work experience, this cohort-style program features a general management curriculum with classes held every other Friday and Saturday.
- Full-Time MBA – Our flagship program provides students with a solid foundation in business through two years of full-time academic study, leadership training, mentoring, and career development.
- Fast Track MBA – This ‘leaner, meaner, faster’ MBA prepares students to advance rapidly in their current fields after only one year out of the work force for full-time study.
- Master of Science degrees – These one-year programs for young professionals provide specialized coursework in accounting, business analytics, finance, management, and sport management (dual program with the Simmons School of Education).
- Executive Education – Offerings include several graduate certificate programs, professional development courses, and customized corporate training sessions.

cox.smu.edu

DEDMAN COLLEGE OF HUMANITIES AND SCIENCES

Minds moving the world. Dedman College offers 17 master’s programs and 14 doctoral degrees in Anthropology, Biological Sciences, Chemistry, Earth Sciences, Economics, English, History, Mathematics, Medieval Studies, Physics, Psychology, Religious Studies, and Statistical Science. The Master of Science in Applied Statistics and Data Analytics degree offers specialist training for data science professionals.

smu.edu/dedman

DEDMAN SCHOOL OF LAW

Dedman School of Law offers both a full-time, three-year J.D. program and a four-year, part-time evening J.D. program. Two joint degree programs, a J.D./M.A. in Economics and a J.D./M.B.A. are also available. A number of other advanced degree programs are also offered for law graduates, as well as public programs and symposia on various areas of the law.

law.smu.edu

PERKINS SCHOOL OF THEOLOGY

Perkins School of Theology is one of the 13 seminaries of The United Methodist Church and one of only five university-related United Methodist theological schools. The school offers seven areas of study at the Master’s or Doctoral levels. A variety of continuing education programs are available for lay persons and church professionals who are seeking to deepen their discipleship and enhance their vocational effectiveness.

smu.edu/perkins

LYLE SCHOOL OF ENGINEERING

Engineering is fundamentally about creativity and problem solving. Through innovation and hands-on experiences, the Lyle School of Engineering offers a rigorous curriculum of technical, theoretical, and practical classes to prepare our students to make a difference in the world through engineering. Graduate degrees are available in the areas of Computer Science and Engineering, Electrical Engineering, Engineering Management and Information Systems, Civil and Environmental Engineering, and Mechanical Engineering as well as programs in multidisciplinary studies.

smu.edu/lyle

MEADOWS SCHOOL OF THE ARTS

Meadows School of the Arts combines performing, communication, and visual arts together in one school. Graduate degrees are offered in Advertising, Art, Art History, Arts Management and Arts Entrepreneurship, Film and Media Arts, Music, and Theatre. Meadows offers numerous public programs throughout the year.

smu.edu/meadows

SIMMONS SCHOOL OF EDUCATION AND HUMAN DEVELOPMENT

The Simmons School offers doctoral and master’s degrees, graduate-level certifications, and enrichment courses. The school is also home to research institutes and community service centers as well as a creative writing program. Master’s and doctoral degrees are offered in Teaching and Learning, Education Policy and Leadership, and Applied Physiology and Wellness.

The Department of Dispute Resolution and Counseling, housed at SMU-in-Plano, offers master’s degrees that are tailored to accommodate the adult learner.

The Master of Liberal Studies degree program gives students the opportunity to design their own master’s degree. With concentrations in areas as diverse as Organizational Communications, Creative Writing, and Human Rights and Social Justice, the degree options are as unique as the students who design them.

The new Doctor of Liberal Studies program, is an evening program designed especially for working professionals who seek a unique intellectual challenge at the doctoral level with an eye to contributing to their community, workplace, and the world.

smu.edu/simmons



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SMU Continuing and Professional Education creates customized programs for corporations and other organizations. Whether you are looking for a single topic or a series of diverse subjects, we will develop a program tailored to your exact needs. With expertise in many professional areas, we will work with you to assess your needs and to provide a turnkey solution. Our areas of expertise include:

- Digital marketing and social media
- Supervision best practices
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- World languages for the workplace
- Organizational behavior and team dynamics
- Project management



*Ready to start the conversation?
Contact Kimberly Rutigliano
at 214-768-1022 or
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CAPE

CONTACT AND REGISTRATION INFORMATION

WEB	smu.edu/cape
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PHONE	214-SMU-CAPE 214-768-2273
FAX	214-768-1071
MAIL	PO Box 750275 Dallas TX 75275-0275
IN PERSON	5539 SMU Boulevard, Dallas, TX 75206

HOW TO ENROLL

- Enrollment is quick and easy online at smu.edu/cape. You may browse and register for classes by subject, instructor, or location. MC/Visa/Discover/Diners Club are accepted. Sorry, we do not accept American Express.
- You may also print out a registration form from our website and submit it by mail or by fax with credit card information or a check payable to SMU.
- If you call or come by our office, a staff member will be happy to assist you with the registration process.
- Students must enroll before attending a course; instructors are unable to accept enrollment fees nor walk-in students who are not officially registered.

GENERAL INFORMATION

- Classes are limited in size and spaces are assigned on a first-come, first-served basis. Please register early to secure a spot and avoid disappointment. Classes are subject to cancellation due to insufficient enrollment.
- Upon registration, you will receive a confirmation with detailed location and parking information.
- Credit cards and checks are accepted as tuition payment. Some classes require students to purchase additional textbooks or supplies.
- SMU Continuing and Professional Education (CAPE) reserves the right to substitute instructors, change course locations, cancel courses, adjust curricula or schedules, limit enrollment, or refuse service.
- By participating in SMU CAPE, a participant agrees to abide by all University policies, including the SMU Student Code of Conduct and the SMU Code of Ethics. Failure to abide by these policies will result in participant dismissal.

SPECIAL DISCOUNTS

- Current or retired SMU staff and faculty, current SMU students, and all SMU graduates are eligible for discounts on many CAPE courses. Discounts vary depending on program. For more information, please review policies for your specific program of interest.
- CAPE offers special rates for groups of 10 or more, as well as completely customizable programs in an array of content areas. For details on custom training and group discounts, please contact our office.

CAMPUS DESIGNATION AND PARKING

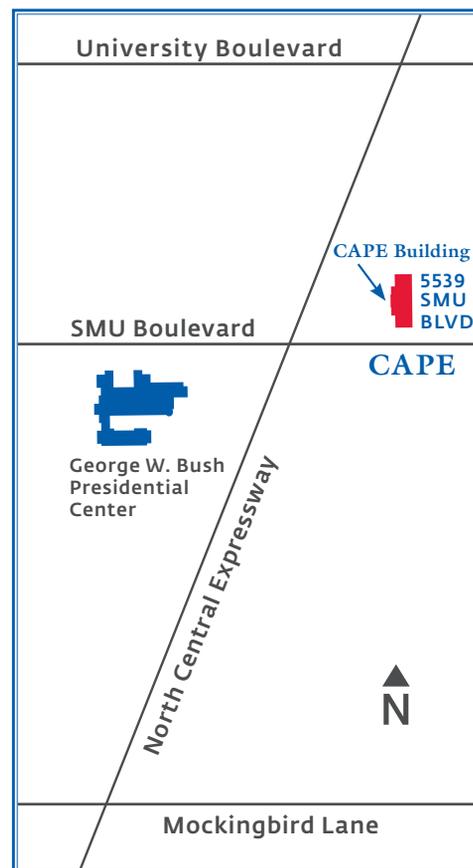
- All courses meet on the SMU campus in Dallas unless otherwise noted. Parking on campus requires a permit which is provided with CAPE registration at no additional charge. CAPE students may also choose to use SMU visitor parking for a fee.
- A confirmation letter containing course location and a parking permit (Dallas campus) will be emailed to all enrolled students. Enrollees are encouraged to contact the office if confirmation is not received promptly.
- Courses noted with PLANO are held on SMU's Plano campus at 5236 Tennyson Parkway. Parking is free at SMU-in-Plano, and no permit is required.

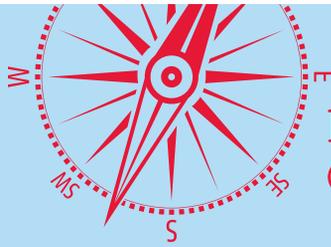
CANCELLATION, REFUNDS AND TRANSFERS

If you have a situation that prevents you from participating in the course for which you are registered, we will gladly assist you. Partial refund, transfer, and escrow options are available to students before the first day of the course. Once a course has started, refunds are not available, but we work with students to provide solutions based on individual program policies. At SMU CAPE, we understand that your time is valuable. It is our pledge to you that we will provide excellent customer service worthy of your expectations. Please visit smu.edu/cape for full policy details for specific programs.

STATEMENT OF NONDISCRIMINATION

Southern Methodist University (SMU) will not discriminate in any employment practice, education program, education activity, or admissions on the basis of race, color, religion, national origin, sex, age, disability, genetic information, or veteran status. SMU's commitment to equal opportunity includes nondiscrimination on the basis of sexual orientation and gender identity and expression. The Executive Director for Access and Equity/Title IX Coordinator is designated to handle inquiries regarding the nondiscrimination policies, including the prohibition of sex discrimination under Title IX. The Executive Director/Title IX Coordinator may be reached at the Perkins Administration Building, Room 204, 6425 Boaz Lane, Dallas, TX 75205, 214-768-3601, accessequity@smu.edu. Inquiries regarding the application of Title IX may also be directed to the Assistant Secretary for Civil Rights of the U.S. Department of Education.





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SMU ^{IN} PLANO



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- | | | | |
|--------|---|---------|---|
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| 1/23 | GMAT Preparation Course | 4/2 | SAT Blitz Preparation Course |
| 1/25 | Social Media Certificate | 4/4 | Building a Website Using Wordpress: Getting Started |
| 1/25 | Europe 101 NEW | 4/8 | Boss Boot Camp – Supervision Certificate |
| 1/28 | Beginning Fun with the Ukulele NEW | 4/22 | Personal Discovery: Maximize your Personal Strengths and Talents NEW |
| 2/16 | French for Travelers | 5/12 | Applying Predictive Analytics to Drive Improved Business Results NEW |
| 2/22 | Digital Marketing Certificate | 5/16-20 | Cyber Intelligence Certificate NEW |
| 2/25 | Jackson Pollock and Abstract Expressionism NEW | 6/1-3 | Social Media Boot Camp |
| 3/7-11 | U.S. Intelligence Analysis Certificate | | |
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