

SMU CONTINUING AND PROFESSIONAL EDUCATION COURSE DEFINITION FORM

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

Date _____

PERSONAL INFORMATION

name

address

city

state

ZIP

day phone

evening phone

fax number

e-mail address

proposed course title

COURSE MARKETING STRATEGY

Target Students

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

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

Student Benefits

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

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

Key Student Achievements

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

Course Requirements/Prerequisites

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

COURSE LOGISTICS AND PARAMETERS

Planned Texts/Required Study Materials

Please check all that apply.

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

Title: _____

Edition number/Year published: _____

Author: _____

ISBN: _____

Approximate cost: _____

___ “Course Pack” prepared by local copier (e.g., Kinko’s, Alphagraphics)

___ Instructor-supplied handouts (please explain in greater detail below)

Course Handouts

Handouts and materials enhance actual and perceived course value.

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

___ Recommended reading list

___ List of key information sources

___ Copies of course slides

___ List of key terms and definitions

___ Examples of work/models to emulate

___ Textbook material you’ve authored

___ Film, video or graphic materials

___ Templates, writing guides

___ Written instructions of any kind

___ Timeline or other graphic organizer

___ Other: _____

Course Timeframe

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

Number of hours per class meeting: _____

Number of class meetings: _____

Total number of course hours: _____

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