Digital Marketing Certificate Program
Registration Form

Program Fee: $3295

Program includes:

- Professional Certificate from SMU
- Course Materials

Return this completed form by:

Fax: 214-768-1071

Email: smuthink@smu.edu

Mail: SMU Continuing & Professional Education
PO Box 750275
Dallas, TX 75275-0275

Section 1  Admission Requirements

To initiate your interest in candidacy, please return this completed application form to SMU Continuing and Professional Education (CAPE). You can return this form by fax, email or mail (as listed above). For more information visit smu.edu/cape or call the CAPE office at 214-768-2273 for assistance.

Section 2  Personal Information

Program Start Date:

Name: Date:

Your Title:

Company Name:

Mailing Address:

City: State: Zip

Home Phone: Cell Phone:

Work Phone: E-mail:

DL#: DL State:
Section 3 Disclosures

Disclosures in the affirmative to the following questions will not necessarily result in rejection of an application for admission. Failure to explain an affirmative response to any of the following questions may result in cessation of review of your application. Failure to disclose such a record, if it exists, and to explain the record honestly and fully, may result in revocation of your admission or dismissal from the program. The University reserves the right to request additional information from you.

1. Are you currently under indictment for any crime? __________________________

2. Have you ever been convicted of any offense, placed on probation or granted deferred adjudication or any type of pretrial diversion? __________________________

3. Have you ever been dishonorably discharged or dishonorably dismissed from the armed forces? __________________________

Have you ever been disciplined in any way for any matter by any college, university, or other institution of higher learning, or have you ever been allowed to withdraw from such an institution to avoid such discipline, whether or not the record of such action was retained in your records? (Discipline includes, without limitation, a letter or other written notice of reprimand, suspension, expulsion, assignment of community service, any form of probation, and any other formal response by the institution).

Section 4 Payment Information

1. There is no application fee for this program.

2. The full amount of tuition for the program is due at the time of registration. Payment can be made on our secured website using MasterCard, Visa or Discover. A check can be remitted for the full program tuition to the mailing address listed on Page 1. If assistance is needed with this, please contact our office at 214-768-2273. To select your electives you will need to call or email us with your selections.

3. Please indicate if you will be soliciting a smart loan through Sallie Mae? (Yes or No)

   NOTE: Please allow 14 days minimum when applying for Sallie Mae smart loans as the funding needs to be approved and dispersed to SMU before the Program Start Date.
4. SMU’s Digital Marketing Certificate Program has a withdrawal policy that allows for a tuition refund, **minus a $150.00 processing fee**, only if written notification of withdrawal is received in our office **prior to the program start date**. No refunds will be issued after the program start date.

5. If one of your chosen electives cancels due to low registration you will be given the opportunity to select a different elective. You will not receive a refund.

6. **PROGRAM PARTICIPATION.** The Digital Marketing Certificate Program is designed to be a collaborative classroom experience. Students are expected to attend course lectures and are responsible for any absences with the understanding that missed class hours may impact final learning, satisfactory completion the program and certificate eligibility.

*Please hand-write your initial indicating that you have read and understand our attendance and withdrawal policies for this program _______.*

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**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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Section 5 Statement of Interest

Please provide a very brief statement about what you do now, why you're interested in this program and what you hope to gain from it (1-2 brief paragraphs). Please write your statement below or attach your statement with your application.