CBM003 ADD/CHANGE FORM

☐ Undergraduate Council
☐ New Course  ☒ Course Change
Core Category: NONE  Effective Fall 2008

or

☐ Graduate/Professional Studies Council
☐ New Course  ☐ Course Change
Effective Fall __

1. Department: COMM  College: CLASS

2. Person Submitting Form: Robert Culpepper  Telephone: 713-461-8838

3. Course Information on New/Revised course:
   • Instructional Area / Course Number / Long Course Title:
     COMM / 3361 / Advertising Copywriting
   • Instructional Area / Course Number / Short Course Title (30 characters max.)
     COMM / 3361 / ADVERTISING COPYWRITING
   • SCH: 3.00  Level: JR  CIP Code: 09.0903.00 01  Lect Hrs: 3  Lab Hrs: 0

4. Justification for adding/changing course: To more accurately reflect course content/level

5. Was the proposed/revised course previously offered as a special topics course? □ Yes  ☒ No
   If Yes, please complete:
   • Instructional Area / Course Number / Long Course Title:
     ___ / ___ / ___
   • Content ID: ___  Start Date (yyyy3): ___

6. Authorized Degree Program(s): BA, COMM - PA
   • Does this course affect major/minor requirements in the College/Department? □ Yes  ☒ No
   • Does this course affect major/minor requirements in other Colleges/Departments? □ Yes  ☒ No
   • Are special fees attached to this course? □ Yes  ☒ No
   • Can the course be repeated for credit? □ Yes  ☒ No

7. Grade Option: Letter (A, B, C, ...)  Instruction Type: lecture ONLY  (Note: Lect/Lab info. must match item 3, above.)

8. If this form involves a change to an existing course, please obtain the following information from the course inventory: Instructional Area / Course Number / Long Course Title
   COMM / 3361 / Advertising Copywriting and Production
   • Start Date (yyyy3): 19993  Content I.D.: 298387

9. Proposed Catalog Description: (If there are no prerequisites, type in "none").
   Cr: 3. (3-0). Prerequisites: At least a C+ in COMM 2310. Description (30 words max.): Techniques of writing and producing advertisements.

10. Dean’s Signature: _____________________________ Date: 9/27/07

Print/Type Name: Dr. Sarah Fishman

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