CBM003 ADD/CHANGE FORM

☐ Undergraduate Council
☑ New Course ☐ Course Change
Core Category: ☐ Undergraduate ☑ New Course ☑ Course Change
Effective Fall 2008

1. Department: HRMA College: HRM
2. Person Submitting Form: Nancy Graves Telephone: 32426
3. Course Information on New/Revised course:
   - Instructional Area / Course Number / Long Course Title:
     HRMA / 4336 / Beverage Marketing
   - Instructional Area / Course Number / Short Course Title (30 characters max.):
     HRMA / 4336 / BEVERAGE MARKETING
   - SCH: 3.00 Level: SR CIP Code: 5209010016 Lect Hrs: 3 Lab Hrs: 0
4. Justification for adding/changing course: To identify major or minor program
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 (yyyy): _____
6. Authorized Degree Program(s): BS M
   - 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
   _____ / _____ / _____
   - Start Date (yyyy): _____ Content ID.: _____
9. Proposed Catalog Description: (If there are no prerequisites, type in "none").
   Cr. 3. (3-0). Prerequisites: Junior Standing. Description (30 words max.): Identify and analyze the
   segmenting, targeting, and positioning of the Alcoholic Beverage industry with emphasis on the suppliers,
   retailers, and on-premise accounts to understand product assortment and pricing decisions.
10. Dean's Signature: ____________________________ Date: 10/20/07
    Print/Type Name: Carl Boger

- Created on 08/31/2007 4:01:00 PM -