CBM003 ADD/CHANGE FORM

☐ Undergraduate Council  or  Graduate/Professional Studies Council
☐ New Course  ☐ Course Change
Core Category:  ____  Effective Fall 2011

1. Department: HRMA  College: HRM

2. Faculty Contact Person: Jeremy L. Dafoe  Telephone: 713-743-3740  Email: jdafoe@uh.edu

3. Course Information on New/Revised course:
   • Instructional Area / Course Number / Long Course Title: HRMA / 3379 / Entertainment and Venue Marketing
   • Instructional Area / Course Number / Short Course Title (30 characters max.) HRMA / 3379 / ENTERTAINMENT AND VENUE MKT
   • SCH: 3.00  Level: JR  CIP Code: 5209010016  Lect Hrs: 3  Lab Hrs: 0

4. Justification for adding/changing course: Successfully taught as a selected topics course

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: HRMA / 4397 / Selected Topics Hosp. Mgt.
   • Course ID: 27329  Effective Date (currently active row): ___

6. Authorized Degree Program(s): B.S., Hotel & Restaurant Management
   • 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
   • Can the course be repeated for credit? ☐ Yes ☐ No (if yes, include in course description)

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
   ____ / ____ / ____
   • Course ID: ____  Effective Date (currently active row): ____

9. Proposed Catalog Description: (If there are no prerequisites, type in "none").
   Cr: 3. (3-0). Prerequisites: None  Description (30 words max.): Introduction to the fundamental business/marketing concepts necessary for successful sports and entertainment events. This course provides a solid knowledge base in the areas of marketing foundations, economics, sponsorship, public relations, sales, advertising, licensing, and other industry-related topics.

10. Dean’s Signature: ___________________________ Date: 11/7/10

Print/Type Name: Dr. Carl Boger, Jr.

- Created on 10/4/2010 4:09:00 PM -