CBM003 ADD/CHANGE FORM

[X] Undergraduate Council

☐ New Course  ☒ Course Change

Core Category: ______  Effective Fall 2011

or

Graduate/Professional Studies Council

☐ New Course  ☐ Course Change

Effective Fall 2011

1. Department: COMM  College: CLASS

2. Faculty Contact Person: Julie B. Fix  Telephone: 3-3728  Email: jbf1@central.uh.edu

3. Course Information on New/Revised course:
   - Instructional Area / Course Number / Long Course Title:
     COMM / 3360 / Principles of Advertising
   - Instructional Area / Course Number / Short Course Title (30 characters max.)
     COMM / 3360 / PRINCIPLES OF ADVERTISING
   - SCH: 3.00  Level: IR  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:
     _____ / _____ / _____
   - Course ID: _____  Effective Date (currently active row): _____

6. Authorized Degree Program(s): B.A.
   - 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
   COMM / 3360 / Principles of Advertising
   - Course ID: 16446  Effective Date (currently active row): 08/25/2003

9. Proposed Catalog Description: (If there are no prerequisites, type in "none".)
   Cr: 3.  (3-0).  Prerequisites: Junior standing or consent of instructor.  Description (30 words max.):
   Advertising theories and techniques within an integrated communication context.

10. Dean's Signature: ___________________________  Date: __________

    Print/Type Name: Sarah Fishman

- Created on 10/14/2010 7:18:00 AM -