CBM003 ADD/CHANGE FORM

1. Department: COMM  College: CLASS
2. Faculty Contact Person: Julie B. Fix  Telephone: 3-3728  Email: jbfix@central.uh.edu
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: 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?  No
   - 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
   - Does this course affect major/minor requirements in other Colleges/Departments?  Yes
   - Can the course be repeated for credit?  Yes
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
   - Course ID: 16450  Effective Date (currently active row): 08/23/2010
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 developing advertisements for offline and online media.
10. Dean’s Signature:  Date: 10/14/10
   - Print/Type Name: Sarah Fishman