CBM003 ADD/CHANGE FORM

Approved Mar 23 2011

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: 3-3828 Email: jbfix@central.uh.edu

3. Course Information on New/Revised course:
   • Instructional Area / Course Number / Long Course Title:
     COMM / 4360 / Media Planning and Placement
   • Instructional Area / Course Number / Short Course Title (30 characters max.)
     COMM / 4360 / MEDIA PLANNING AND PLACEMENT
   • SCH: 3.00 Level: SR 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 / 4360 / Media Planning and Placement
   • Course ID: 16558 Effective Date (currently active row): 8/25/2003

9. Proposed Catalog Description: (If there are no prerequisites, type in "none").
   Cr: 3. (3-0). Prerequisites: COMM 3360 or COMM 3368 or consent of instructor. Description (30 words max.): Application of media planning principles to create an integrated communications plan.

10. Dean's Signature: ___________________________ Date: 4/6/10
    Print/Type Name: Sarah Fishman

- Created on 10/14/2010 7:21:00 AM -