CBM003 ADD/CHANGE FORM

Undergraduate Council
☐ New Course ☑ Course Change
Core Category: _____ Effective Fall 2011

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: jbfix@central.uh.edu
3. Course Information on New/Revised course:
   ● Instructional Area / Course Number / Long Course Title:
     COMM / 4361 / National Advertising Campaings
   ● Instructional Area / Course Number / Short Course Title (30 characters max.)
     COMM / 4361 / NATIONAL ADVERTISING CAMPAIGNS
   ● SCH: 3.00  Level: SR  CIP Code: 09.0903.00.01  Lect Hrs: 2  Lab Hrs: 3
4. Justification for adding/changing course: To reflect change in prerequisite 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:
     _____ / _____ / _____
   ● 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 laboratory
   (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 / 4361 / National Advertising Campaigns
   ● Course ID: 16561  Effective Date (currently active row): 8242009
9. Proposed Catalog Description: (If there are no prerequisites, type in "none").
   Cr: 3. (2-3). Prerequisites: COMM 3360, 3361, and 4360 plus application to instructor. Description (30
   words max.): Application of creative media and strategic advertising principles in developing a complete
   advertising campaign for national competition.
10. Dean's Signature: ___________________________ Date: 10/14/10
    Print/Type Name: Sarah Fishman

- Created on 10/14/2010 7:22:00 AM -