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 / 4363 / Local Advertising Campaigns
   - Instructional Area / Course Number / Short Course Title (30 characters max.)
     COMM / 4363 / LOCAL 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 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, 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 / 4363 / Local Advertising Campaigns
   - Course ID: 46029    Effective Date (currently active row): 8/24/2009

9. Proposed Catalog Description: (If there are no prerequisites, type in "none").
   Cr: 3. (2-3)    Prerequisites: COMM 3360, 3361 and 4360 or consent of instructor.    Description (30 words max.): Application of integrated communication principles to develop and execute a campaign.

10. Dean’s Signature: ____________________________    Date: 1/30/11
    Print/Type Name: Sarah Fishman