CBM003 ADD/CHANGE FORM

☐ Undergraduate Council  or  ☐ Graduate/Professional Studies Council
☐ New Course  ☒ Course Change
Core Category:  _____  Effective Fall 2011

1. Department: COMM  College: CLASS
2. Faculty Contact Person: Julie B. Fix  Telephone: 3-3728  Email: jbfjx@central.uh.edu
3. Course Information on New/Revised course:
   • Instructional Area / Course Number / Long Course Title:
     COMM / 4366 / Advertising Account Planning
   • Instructional Area / Course Number / Short Course Title (30 characters max.)
     COMM / 4366 / ADVERTISING ACCOUNT PLANNING
   • 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 / 4366 / Advertising Account Planning
   • Course ID: 46030  Effective Date (currently active row): 8242009

9. Proposed Catalog Description: (If there are no prerequisites, type in "none").
   Cr. 3. (3-0). Prerequisites: COMM 3360 or 3368 or consent of instructor. Description (30 words max.):
   Advertising planning that includes strategy, creative strategy and idea development. May be repeated once for credit.

10. Dean’s Signature:  ____________________________  Date: 10/14/10
    Print/Type Name: Sarah Fishman