

UC 12555 13F

CBM003 ADD/CHANGE FORM

APPROVED APR 23 2014

Undergraduate Committee
 New Course Course Change
 Core Category: NONE Effective Fall 2014

or Graduate/Professional Studies Committee
 New Course Course Change
 Effective Fall 2014

1. Department: Jack J. Valenti School of Communication College: CLASS RECEIVED OCT 15 2013
2. Faculty Contact Person: Julie B. Fix Telephone: 3-3728 Email: jbfix@central.uh.edu M.M.
3. Course Information on New/Revised course:
- Instructional Area / Course Number (*see CBM003 instructions) / Long Course Title:
COMM / 3362 / Advertising Sales
 - Instructional Area / Course Number / Short Course Title (30 characters max.)
COMM / 3362 / ADVERTISING SALES
 - SCH: 3.00 Level: JR CIP Code: 09.0903.00 Lect Hrs: 3 Lab Hrs: 0
 - Term(s) Course is Offered (*see CBM003 instructions about selection): Fall
4. Justification for adding/changing course: To more accurately reflect course content/level *titeloch*
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): BA
- 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. *See CBM003 instructions.)
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 / 3362 / Broadcast and Cable Sales
- Course ID: 16453 Effective Date (currently active row): 20030825
9. Proposed Catalog Description: (If there are no prerequisites, type in "none".)
 Cr: 3. (3-0). Prerequisites: COMM 3360. Description (30 words max.): Concepts, theories, problems, and practices of sales across media platforms. Includes research, media planning, applied ratings, role of representative firms, promotion, and client negotiation.

10. Dean's Signature: _____ Date: 10/14/13
 Print/Type Name: Sarah Fishman