

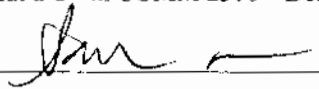
CBM003 ADD/CHANGE FORM

UC 8732 05F

Undergraduate Council  
 New Course  Course Change  
 Core Category: NONE Effective Fall 2006

or

Graduate/Professional Studies Council  
 New Course  Course Change  
 Effective Fall     

- Department: Communication College: CLASS
- Person Submitting Form: Mike Ryan Telephone: 3-2887
- Course Information on New/Revised course:
  - Instructional Area / Course Number / Long Course Title:  
COMM / 3361 / Advertising Copywriting and Production
  - Instructional Area / Course Number / Short Course Title (30 characters max.)  
COMM / 3361 / ADVERT. COPYWRITING AND PROD.
  - SCH: 5.00 Level: JR CIP Code: 09.0903.00 01 Lect Hrs: 2 Lab Hrs: 3
- Justification for adding/changing course: **To provide appropriate foundation for course**
- 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:  
    /    /
  - Content ID:      Start Date (yyyy3):
- Is this course offered for undergraduate credit only?  Yes  No
- Authorized Degree Program(s): Communication
  - 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
  - Arc special fees attached to this course?  Yes  No
  - Can the course be repeated for credit?  Yes  No
- Grade Option: Letter (A, B, C ...) Instruction Type: lecture/laboratory
- 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 / 3361 / Advertising Copywriting and Production
  - Start Date (yyyy3): 20063 Content I.D.: 291443
- Proposed Catalog Description:  
 Cr: (5) Prerequisites: at least a C+ in COMM 2310 Description (30 words max.): Description unchanged
- Dean's Signature:  Date: 10/6/02  
 Print/Type Name: John Antel

RECEIVED OCT 17 2005

Replaced by @  
UC 8774 05F  
10/25/05