

CBM003 ADD/CHANGE FORM

UC 8774 05F

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

or

Graduate/Professional Studies Council
 New Course Course Change
 Effective Fall _____

1. Department: Communication College: CLASS
2. Person Submitting Form: Mike Ryan Telephone: 3-2887
3. 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.
 - SCII: 3 Level: JR CIP Code: 09.0903.00 01 Lect Hrs: 2³ Lab Hrs: 3⁸
4. Justification for adding/changing course: To provide appropriate foundation for 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:
____ / ____ / _____
 - Content ID: _____ Start Date (yyyy3): _____
6. Is this course offered for undergraduate credit only? Yes No
7. Authorized Degree Program(s): Communication, 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
 - Are special fees attached to this course? Yes No
 - Can the course be repeated for credit? Yes No
8. Grade Option: Letter (A, B, C ...) Instruction Type: lecture/laboratory
9. 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): 2003²⁰⁰⁶ Content I.D.: 291443

RECEIVED OCT 25 2005

APPROVED DEC 07 2005

10. Proposed Catalog Description: Cr. 3 (3-0) Prerequisites: at least a C+ in COMM 2310. Description (30 words max.): Description unchanged <see below>

11. Dean's Signature:  Date: 10/13/05

Print/Type Name: John Antel

Techniques of writing and producing advertisements.