


## CBM003 ADD/CHANGE FORM

<input checked="" type="checkbox"/> Undergraduate Council
<input type="checkbox"/> New Course <input checked="" type="checkbox"/> Course Change
Core Category: <u>NONE</u> Effective Fall <u>2008</u>

or

<input type="checkbox"/> Graduate/Professional Studies Council
<input type="checkbox"/> New Course <input type="checkbox"/> Course Change
Effective Fall <u>    </u>

1. Department: COMM College: CLASS
2. Person Submitting Form: Robert Culpepper Telephone: 713-461-8838
3. Course Information on New/Revised course:
- Instructional Area / Course Number / Long Course Title:  
COMM / 3361 / Advertising Copywriting
  - Instructional Area / Course Number / Short Course Title (30 characters max.)  
COMM / 3361 / ADVERTISING COPYWRITING
  - SCH: 3.00 Level: JR 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:  
     /      /
  - Content ID:      Start Date (yyyy3):
6. Authorized Degree Program(s): BA, COMM - PA
- 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
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 / 3361 / Advertising Copywriting and Production
- Start Date (yyyy3): 19993 Content I.D.: 298387
9. Proposed Catalog Description: (If there are no prerequisites, type in "none".)  
Cr: 3. (3-0). Prerequisites: At least a C+ in COMM 2310. Description (30 words max.): Techniques of writing and producing advertisements.
10. Dean's Signature:  Date: 9/27/07
- Print/Type Name: Dr. Sarah Fishman

RECEIVED SEP 27 2007

APPROVED MAR 12 2008