

CBM003 ADD/CHANGE FORM

<input checked="" type="checkbox"/> Undergraduate Council
<input checked="" type="checkbox"/> New Course <input type="checkbox"/> Course Change
Core Category: <u>U006</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: HRMA College: HRM
2. Person Submitting Form: Nancy Graves Telephone: 32426

RECEIVED OCT 11 2007

APPROVED FEB 20 2008

3. Course Information on New/Revised course:
- Instructional Area / Course Number / Long Course Title:
HRMA / 4336 / Beverage Marketing
 - Instructional Area / Course Number / Short Course Title (30 characters max.)
HRMA / 4336 / BEVERAGE MARKETING
 - SCH: 3.00 Level: SR CIP Code: 5209010016 Lect Hrs: 3 Lab Hrs: 0

4. Justification for adding/changing course: To identify major or minor program

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): BS HRM

- 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.)

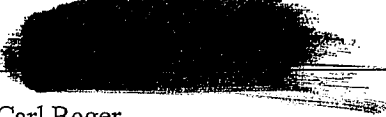
8. If this form involves a change to an existing course, please obtain the following information from the course inventory: Instructional Area / Course Number / Long Course Title

 / /

- Start Date (yyyy3): Content I.D.:

9. Proposed Catalog Description: (If there are no prerequisites, type in "none".)

Cr: 3. (3-0). Prerequisites: Junior Standing. Description (30 words max.): Identify and analyze the segmenting, targeting, and positioning of the Alcoholic Beverage industry with emphasis on the suppliers, retailers, and on-premise accounts to understand product assortment and pricing decisions.

10. Dean's Signature: 

Date: 10-10-07

Print/Type Name: Carl Boger