


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>2009</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: Jack J. Valenti School of Communication College: CLASS RECEIVED OCT 17 2008
2. Faculty Contact Person: Julie B. Fix, APR Telephone: 3-3728 Email: jbfix@central.uh.edu
3. Course Information on New/Revised course:
 - Instructional Area / Course Number / Long Course Title:
COMM / 4361 / National Advertising Campaigns
 - Instructional Area / Course Number / Short Course Title (30 characters max.)
COMM / 4361 / NATIONAL ADVERTISING CAMPAIGNS
 - SCH: 3.00 Level: SR CIP Code: 09.0909.00 01 Lect Hrs: 2 Lab Hrs: 3
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:
 / /
 - Course ID: Effective Date (currently active row):
6. Authorized Degree Program(s): BA: COMM-ADV
 - 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 laboratory (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 / 4361 / Advertising Campaigns
 - Course ID: 291445 Effective Date (currently active row): 20033
9. Proposed Catalog Description: (If there are no prerequisites, type in "none".)
Cr: 3. (2-3). Prerequisites: COMM 3360, COMM 3361, and COMM 4360 or consent of instructor.
Description (30 words max.): Application of creative media, and strategic advertising principles in developing a complete advertising campaign for national competition. Only offered in spring semesters.
10. Dean's Signature:  Date: 10/17/08
Print/Type Name: Dr. Sarah Fishman