

CBM003 ADD/CHANGE FORM

<input checked="" type="checkbox"/> Undergraduate Council
<input checked="" type="checkbox"/> New Course <input 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 / 4366 / Advertising Account Planning
 - Instructional Area / Course Number / Short Course Title (30 characters max.)
COMM / 4366 / ADVERTISING ACCOUNT PLANNING
 - SCH: 3.00 Level: SR CIP Code: 09.0903.00 01 Lect Hrs: 3 Lab Hrs: 0
4. Justification for adding/changing course: Successfully taught as a selected topics 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:
COMM / 4397 / Advertising Account Planning and Research
 - Course ID: 284458 Effective Date (currently active row): 20073
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 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
 / /
- Course ID: Effective Date (currently active row):
9. Proposed Catalog Description: (If there are no prerequisites, type in "none".)
Cr: 3. (3-0). Prerequisites: COMM 3360, COMM 3361, and COMM 4360 or consent of instructor.
Description (30 words max.): Teaches advertising planning, research skills, and creative strategy necessary to develop a complete advertising campaign.
10. Dean's Signature: [Redacted] Date: 10/17/08
- Print/Type Name: Dr. Sarah Fishman