

CBM003 ADD/CHANGE FORM


UC 9885 08F

Undergraduate Council  
 New Course  Course Change  
 Core Category: NONE Effective Fall 2009

or

Graduate/Professional Studies Council  
 New Course  Course Change  
 Effective Fall     

RECEIVED OCT 17 2008

1. Department: Jack J. Valenti School of Communication College: CLASS
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 / 4369 / Advertising Portfolio
  - Instructional Area / Course Number / Short Course Title (30 characters max.)  
COMM / 4369 / ADVERTISING PORTFOLIO
  - 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 Portfolio
  - Course ID: 299084 Effective Date (currently active row): 20053
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: Advanced <sup>junior or senior</sup> standing in Communication and consent of instructor. Description (30 words max.): Intensive study with reading and discussion for developing a portfolio to show student-produced work in advertising. May be repeated once for credit.
10. Dean's Signature:  Date: 10/17/08  
 Print/Type Name: Dr. Sarah Fishman