

UC 10354 09F

CBM003 ADD/CHANGE FORM

APPROVED NOV 18 2009

Undergraduate Council  
 New Course  Course Change  
 Core Category: NONE Effective Fall 2010

or

Graduate/Professional Studies Council  
 New Course  Course Change  
 Effective Fall RECEIVED SEP 29 2009

- Department: COMM College: CLASS
- Faculty Contact Person: Julie B. Fix, APR Telephone: 3-3728 Email: jbfix@central.uh.edu
- Course Information on New/Revised course:
  - Instructional Area / Course Number / Long Course Title:  
COMM / 3369 / Public Relations Writing
  - Instructional Area / Course Number / Short Course Title (30 characters max.)  
COMM / 3369 / PUBLIC RELATIONS WRITING
  - SCH: 3.00 Level: JR CIP Code: 09.0902.00 01 Lect Hrs: 3 Lab Hrs: 0
- Justification for adding/changing course: To reflect change in prerequisite course
- 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): \_\_\_\_\_
- Authorized Degree Program(s): BA:COMM - Public Relations, Advertising
  - 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)
- Grade Option: Letter (A, B, C ...) Instruction Type: lecture ONLY (Note: Lect/Lab info. must match item 3, above.)
- 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 / 3369 / Public Relations Writing
  - Course ID: 16462 Effective Date (currently active row): 20063
- 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.): Preparing memoranda, releases, reports, publicity features, public service announcements, speeches, and other specialized writing.

10. Dean's Signature: 

Date: 09/28/09

Print/Type Name: Dr. Sarah Fishman