

UC 10585 09F

APPROVED DEC 09 2009

CBM003 ADD/CHANGE FORM

Undergraduate Council
 New Course Course Change
 Core Category: _____ Effective Fall 2009

or

Graduate/Professional Studies Council
 New Course Course Change
 Effective Fall RECEIVED

OCT 15 2009

- Department: ILT College: TECH
- Person Submitting Form: Michael Gibson Telephone: 713-743-5116
- Course Information on New/Revised course:
 - Instructional Area / Course Number / Long Course Title:
LOGT / 3383 / Industrial Direct Response
 - Instructional Area / Course Number / Short Course Title (30 characters max.)
LOGT / 3383 / INDUSTRIAL DIRECT RESPONSE
 - SCH: 3.00 Level: JR CIP Code: 52.1804.00 16 Lect Hrs: 3 Lab Hrs: 0
- Justification for adding/changing course: To delete course from inventory
- 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 (M/D/YY) : _____
- Authorized Degree Program(s): SCLT
 - 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
- 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
LOGT / 3383 / Industrial Direct Response
 - Effective Date (M/D/YY) : 08/23/04 Course I.D.: 30328
- Proposed Catalog Description: (If there are no prerequisites, type in "none".)
Cr: 3. (3-0). Prerequisites: LOGT 3381 Description (30 words max.): Development of Vendor-customer direct solicitation and order and reorder response systems. Telemarketing, direct mail, and catalog/direct mail as part of a closed loop direct response system. Interactive system design.
- Dean's Signature: _____ Date: 10/15/09

Print/Type Name: Fred Lewallen, Associate Dean for Academic Affairs