

UC 12035 12F

CBM003 ADD/CHANGE FORM

APPROVED DEC 05 2012

Undergraduate Council
 New Course Course Change
 Core Category: _____ Effective Fall 2013

or

Graduate/Professional Studies Council
 New Course Course Change
 Effective Fall 2013

1. Department: Marketing and Entrepreneurship College: BUS
 2. Faculty Contact Person: Joaquin Diaz-Saiz Telephone: 34713 Email: jdiaz-saiz@uh.edu

3. Course Information on New/Revised course:

- Instructional Area / Course Number / Long Course Title:
MARK / 4365 / Internet Marketing
- Instructional Area / Course Number / Short Course Title (30 characters max.):
MARK / 4365 / INTERNET MARKETING

RECEIVED OCT 11 2012

- SCH: 3.00 Level: SR CIP Code: 52.1401.00 16 Lect Hrs: 3 Lab Hrs: 0

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): BBA

- 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

MARK / 4365 / Electronic Commerce

- Course ID: 30954 Effective Date (currently active row): 8252008

9. Proposed Catalog Description: (If there are no prerequisites, type in "none".)

Cr: 3. (3-0). Prerequisites: MARK 3336. Description (30 words max.): Conceptual and technological issues related to marketing on the Internet.

10. Dean's Signature: _____

Date: 10-10-12

Print/Type Name: Teri Elkins Longacre