

UC 12036 12F

APPROVED DEC 05 2012

CBM003 ADD/CHANGE FORM

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 / 4396 / Marketing Internship
 • Instructional Area / Course Number / Short Course Title (30 characters max.)
MARK / 4396 / Marketing INTERNSHIP
 • SCH: 3.00 Level: JR CIP Code: 5214010016 Lect Hrs: 0 Lab Hrs: 3

RECEIVED OCT 11 2012

4. Justification for adding/changing course: To reinstate course to inventory

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:
 _ / 0 /
 • Course ID: 0 Effective Date (currently active row): 0

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: IS (satisfactory/unsatisfactory/incomplete) Instruction Type:
practicum, cooperative education (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 / 4396 / Marketing Internship

• Course ID: 30973 Effective Date (currently active row): 8132005

9. Proposed Catalog Description: (If there are no prerequisites, type in "none".)
 Cr: 3. (3-0). Prerequisites: junior standing and approval of department chair. Description (30 words max.): Enhancement of concepts and techniques learned in the classroom. Written report required.

10. Dean's Signature: _____ Date: 10-10-12

Print/Type Name: Teri Elkins Longacre