

UC 12480 13F

CBM003 ADD/CHANGE FORM

APPROVED JAN 22 2014

M.M.

Undergraduate Committee
 New Course Course Change
 Core Category: _____ Effective Fall 2014

or

Graduate/Professional Studies Committee
 New Course Course Change
 Effective Fall 2014

1. Department: HRMA College: HRM

RECEIVED OCT 15 2013

2. Faculty Contact Person: Nancy Graves Telephone: 713-743-2426 Email: ngraves@uh.edu

M.M.

3. Course Information on New/Revised course:

- Instructional Area / Course Number (*see CBM003 instructions) / Long Course Title:
HRMA / 3366 / SOCIAL MEDIA IN THE HOSPITALITY INDUSTRY
- Instructional Area / Course Number / Short Course Title (30 characters max.)
HRMA / 3366 / SOCIAL MEDIA IN THE HOSP IND
 - SCH: 3.00 Level: JR CIP Code: _____ Lect Hrs: 3 Lab Hrs: 0
- Term(s) Course is Offered (*see CBM003 instructions about selection):
Fall, Spring, Summer

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:
HRMA / 4397 / Selected Topics Hosp Mgt
- Course ID: 27329 Effective Date (currently active row): 8262013

6. Authorized Degree Program(s): Bachelor of Science, Hotel and Restaurant Management

- 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. *See CBM003 instructions.)

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: Junior standing. Description (30 words max.): Cr. 3. Introduction to business uses of social media in the hospitality industry.

10. Dean's Signature: _____

Date: 10/11/13

Print/Type Name: Carl Boger