

UC 12495 13F

CBM003 ADD/CHANGE FORM

APPROVED JAN 22 2014

Undergraduate Committee
 New Course Course Change
 Core Category: NONE Effective Fall 2014

or

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

RECEIVED OCT 15 2013

1. Department: HRMA College: HRM
 2. Faculty Contact Person: NANCY GRAVES Telephone: 713-743-2426 Email: ngraves@uh.edu

3. Course Information on New/Revised course:
 • Instructional Area / Course Number (*see CBM003 instructions) / Long Course Title:
HRMA / 3361 / HOSPITALITY MARKETING
 • Instructional Area / Course Number / Short Course Title (30 characters max.)
HRMA / 3361 / HOSPITALITY MARKETING
 • SCH: 3.00 Level: JR CIP Code: 52.1910.00 16 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: To reflect change in prerequisite 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:
 ____ / ____ / ____
- Course ID: ____ Effective Date (currently active row): ____

6. Authorized Degree Program(s): BS

- 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
HRMA / 3361 / HOSPITALITY MARKETING

- Course ID: 27216 Effective Date (currently active row): 8252003

9. Proposed Catalog Description: (If there are no prerequisites, type in "none".)
Cr: 3. (3-0). Prerequisites: HRMA 1337 Description (30 words max.): Principles and procedures for managing the hospitality marketing function.

10. Dean's Signature: _____ Date: 10/11/13

Print/Type Name: Carl Boger