

CBM003 ADD/CHANGE FORM

APPROVED APR 23 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

1. Department: Jack J. Valenti School of Communication College: CLASS RECEIVED OCT 15 2013
2. Faculty Contact Person: Julie B. Fix Telephone: 3-3728 Email: jbfix@central.uh.edu *M.M.*
3. Course Information on New/Revised course:
 - Instructional Area / Course Number (*see CBM003 instructions) / Long Course Title:
COMM / 4361 / National Advertising Campaigns
 - Instructional Area / Course Number / Short Course Title (30 characters max.)
COMM / 4361 / NATIONAL ADVERTISING SALES
 - SCH: 3.00 Level: SR CIP Code: 09.0903.00 Lect Hrs: 3 Lab Hrs: 3
 - Term(s) Course is Offered (*see CBM003 instructions about selection): Spring
4. Justification for adding/changing course: To enable better course content delivery
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): BA
 - 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 laboratory (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
COMM / 4361 / National Advertising Campaigns
 - Course ID: 16561 Effective Date (currently active row): 20090824
9. Proposed Catalog Description: (If there are no prerequisites, type in "none".)
Cr: 3. (3-3). Prerequisites: COMM 3360, 3361, 4360 and application to instructor Description (30 words max.): Application of creative media and strategic advertising principles in developing a complete advertising campaign for national competition.
10. Dean's Signature: _____ Date: 10/14/13

Print/Type Name: Sarah Fishman