

CBM003 ADD/CHANGE FORM

Undergraduate Council
 New Course Course Change
Core Category: _____ Effective Fall 2007

or

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

1. Department: Clinical and Administrative Sciences College: PHAR
2. Person Submitting Form: Rajender Aparasu Telephone: 713-795-8374

RECEIVED OCT 03 2006

3. Course Information on New/Revised course:
• Instructional Area / Course Number / Long Course Title:
PHPS PHSC / 4303 / HEALTHCARE AND PHARMACEUTICAL MARKETING

APPROVED JAN 24 2007

PHPS • Instructional Area / Course Number / Short Course Title (30 characters max.)
PHSC / 4303 / PHARMACEUTICAL MARKETING
• SCH: 3.00 Level: SR CIP Code: _____ Lect Hrs: 3 Lab Hrs: 0

4. Justification for adding/changing course: To provide for new discipline areas

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:
____ / ____ / _____

• Content ID: _____ Start Date (yyyy3): _____

6. Is this course offered for undergraduate credit only? Yes No

7. Authorized Degree Program(s): BS in Pharmaceutical Sciences

- 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
- Are special fees attached to this course? Yes No
- Can the course be repeated for credit? Yes No

8. Grade Option: Letter (A, B, C ...) Instruction Type: lecture

9. 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

____ / ____ / _____

• Start Date (yyyy3): _____ Content I.D.: _____

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

Cr: 3. (3-0). Prerequisites: PHSC 3200. Description (30 words max.): Marketing techniques and strategies in healthcare with an emphasis on pharmaceutical products and services

11. Dean's Signature: _____ Date: 9/17/06

Print/Type Name: Dean Sunny E. Ohia, Ph.D.