CBM003 ADD/CHANGE FORM

☐ Undergraduate Council  or  ☐ Graduate/Professional Studies Council
☐ New Course  ☐ Course Change
Core Category: _____ Effective Fall 2007

1. Department: Clinical and Administrative Sciences  College: PHAR
2. PersonSubmitting Form: Rajender Aparasu  Telephone: 713-795-8374
3. Course Information on New/Revised course:
   • Instructional Area / Course Number / Long Course Title:
     PHSC/4303/HEALTHCARE AND PHARMACEUTICAL MARKETING
   • 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: 9/7/06
    Print/Type Name: Dean Sunny E. Ohia, Ph.D.