

CBM003 ADD/CHANGE FORM

Undergraduate Council
 New Course Course Change *2008*
 Core Category: None Effective Fall 2007

or

Graduate/Professional Studies Council
 New Course Course Change
 Effective Fall

- Department: Communication College: CLASS
- Person Submitting Form: Jim Query, Ph.D. Telephone: 3-8608
- Course Information on New/Revised course:
 - Instructional Area / Course Number / Long Course Title:
COMM / 3340 / Health Campaign Principles & Tailored Messages
 - Instructional Area / Course Number / Short Course Title (30 characters max.)
COMM / 3340 / HEALTH CAMPAIGN PRINCIPLES
 - SCH: 3.00 Level: JR CIP Code: 0909050001 Lect Hrs: 3 Lab Hrs: 0

RECEIVED OCT 23 2006
 APPROVED MAR 12 2008

- Justification for adding/changing course: To provide for new discipline areas
- 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): BA/COM-HC

- 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:

Cr: 3 (3-0), Prerequisite: Comm 3300 Description (30 words max.): Examines selected health campaign exemplars and diverse message tailoring approaches to selected groups

or consent of instructor.
95
identifies segment

11. Dean's Signature: _____

Date: 10/18/06

Print/Type Name: Dr. Sarah Fishman-Boyd

mass customization of multi media messages