

CBM003 ADD/CHANGE FORM **UC 10110 08F**

Undergraduate Council
 New Course Course Change
 Core Category: NONE Effective Fall 2009

or

Graduate/Professional Studies Council
 New Course Course Change
 Effective Fall

1. Department: School of Theatre & Dance College: CLASS

RECEIVED OCT 24 2008
 Email: bmrrobichau@uh.edu

2. Faculty Contact Person: Brandy Robichau Telephone: 3-5645

3. Course Information on New/Revised course:

- Instructional Area / Course Number / Long Course Title:
THEA / 1101 / Fundamentals of Arts Marketing
- Instructional Area / Course Number / Short Course Title (30 characters max.)
THEA / 1101 / FUNDAMENTALS OF ARTS MARKETING
- SCH: 1.00 Level: FR CIP Code: 5005070003 Lect Hrs: 1.0 Lab Hrs: 0.0

4. Justification for adding/changing course: To meet instructional needs of students

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 THEA

- 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.)

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

- / /
- Course ID: Effective Date (currently active row):

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

Cr: 1. (1-0). Prerequisites: Consent of instructor. Description (30 words max.): Beginning theory and practice of audience development, promotions and using new media.

10. Dean's Signature: 

Date: 10/24/08

Print/Type Name: Dr. Sarah Fishman