CBM003 ADD/CHANGE FORM

- 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: Jack J. Valenti School of Communication  
College: CLASS  
RECEIVED OCT 17 2008

2. Faculty Contact Person: Julie B. Fix, APR  
Telephone: 3-3728  
Email: jbfix@central.uh.edu

3. Course Information on New/Revised course:
   - Instructional Area / Course Number / Long Course Title:
     COMM / 4361 / National Advertising Campaigns
   - Instructional Area / Course Number / Short Course Title (30 characters max.)
     COMM / 4361 / NATIONAL ADVERTISING CAMPAIGNS
   - SCH: 3.00  
   - Level: SR  
   - CIP Code: 09.0909.00.01  
   - Lect Hrs: 2  
   - Lab Hrs: 3

4. Justification for adding/changing course: To more accurately reflect course content/level

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: COMM-ADV
   - 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.)

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 / Advertising Campaigns
   - Course ID: 291445  
   - Effective Date (currently active row): 20033

9. Proposed Catalog Description: (If there are no prerequisites, type in "none").
   Cr: 3. (2-3). Prerequisites: COMM 3360, COMM 3361 and COMM 4360 or consent of instructor.
   Description (30 words max.): Application of creative media, and strategic advertising principles in
developing a complete advertising campaign for national competition. Only offered in spring semesters.

10. Dean's Signature: ______________________  
     Date: 10/17/08

     Print/Type Name: Dr. Sarah Fishman