CBM003 ADD/CHANGE FORM

☐ Undergraduate Council  ☐ Graduate/Professional Studies Council
☐ New Course  ☐ Course Change  ☐ New Course  ☐ Course Change
Core Category: NONE  Effective Fall 2009

1. Department: Jack J. Valenti School of Communication  College: CLASS

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 / 4366 / Advertising Account Planning
   • Instructional Area / Course Number / Short Course Title (30 characters max.): COMM / 4366 / ADVERTISING ACCOUNT PLANNING
   • SCH: 3.00  Level: SR  CIP Code: 09.0903.00 01  Lect Hrs: 3  Lab Hrs: 0

4. Justification for adding/changing course: Successfully taught as a selected topics course

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: COMM / 4397 / Advertising Account Planning and Research
   • Course ID: 284458  Effective Date (currently active row): 20073

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 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. 3. (3-0).  Prerequisites: COMM 3360, COMM 3361, and COMM 4360 or consent of instructor.
   Description (30 words max.): Teaches advertising planning, research skills, and creative strategy necessary to develop a complete advertising campaign.

10. Dean’s Signature: ___________________________  Date: 10/17/08

Print/Type Name: Dr. Sarah Fishman

- Created on 10/7/2008 3:48:00 PM -