

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

or

Graduate/Professional Studies Council
 New Course Course Change
 Effective Fall __

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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 / 4368 / Public Relations Campaigns
 - Instructional Area / Course Number / Short Course Title (30 characters max.)
COMM / 4368 / PUBLIC RELATIONS CAMPAIGNS
 - SCH: 3.00 Level: SR CIP Code: 09.0902.00 01 Lect Hrs: 3 Lab Hrs: 0
4. Justification for adding/changing course: To reflect change in prerequisite 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:
____ / ____ / ____
 - Course ID: _____ Effective Date (currently active row): _____
6. Authorized Degree Program(s): BA: COMM-PR
 - 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
COMM / 4368 / Public Relations Campaigns
 - Course ID: 291468 Effective Date (currently active row): 20033
9. Proposed Catalog Description: (If there are no prerequisites, type in "none".)
Cr: 3. (3-0). Prerequisites: COMM 3368, Description (30 words max.): Public relations campaign strategies and case histories, including design of a public relations program for selected clients.
10. Dean's Signature: _____ Date: 10/17/08
 Print/Type Name: Dr. Sarah Fishman