CBM003 ADD/CHANGE FORM

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: jbf@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