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

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 / 4369 / Advertising Portfolio
   - Instructional Area / Course Number / Short Course Title (30 characters max.)
     COMM / 4369 / ADVERTISING PORTFOLIO
   - 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 Portfolio
   - Course ID: 299084  Effective Date (currently active row): 20053

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): ___
   - Junior or Senior

9. Proposed Catalog Description: (If there are no prerequisites, type in "none").
   Cr: 3. (3-0). Prerequisites: Advanced standing in Communication and consent of instructor. Description
   (30 words max.): Intensive study with reading and discussion for developing a portfolio to show student-produced
   work in advertising. May be repeated once for credit.

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

Print/Type Name: Dr. Sarah Fishman

- Created on 10/7/2008 3:35:00 PM -