

CBM003 ADD/CHANGE FORM

UC 11525 11F

Undergraduate Council
 New Course Course Change
 Core Category: NONE Effective Fall 2012

or

Graduate/Professional Studies Council
 New Course Course Change
 Effective Fall 2012

1. Department: Valenti School of Communication College: CLASS APPROVED DEC 07 2011

2. Faculty Contact Person: Julie B. Fix Telephone: 33728 Email: jbfix@central.uh.edu

3. Course Information on New/Revised course:

- Instructional Area / Course Number / Long Course Title:
COMM / 4377 / Understanding Publics
- Instructional Area / Course Number / Short Course Title (30 characters max.)
COMM / 4377 / UNDERSTANDING PUBLICS
- SCH: 3.00 Level: SR CIP Code: 09.0900.00 01 Lect Hrs: 3 Lab Hrs: 0

RECEIVED OCT 14 2011

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 / Understanding Publics
- Course ID: 16602 Effective Date (currently active row): 8222011

6. Authorized Degree Program(s): BA, COMM

- 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 3368, 3360, 4355, or 3300~~, or consent of instructor. Description (30 words max.): Study, understand, and apply current research, theory, and principles of identifying, segmenting, and working with publics.

10. Dean's Signature: _____ Date: 10/13/11

Print/Type Name: Sarah Fishman