

UC 11923 12F

CBM003 ADD/CHANGE FORM

Undergraduate Council  
 New Course  Course Change  
 Core Category: \_\_\_\_\_ Effective Fall 2013

or

**Graduate/Professional Studies Council**  
 New Course  Course Change  
 Effective Fall 2013

1. Department: School of Theatre & Dance College: CLASS APPROVED FEB 20 2013  
 2. Faculty Contact Person: Teresa Chapman Telephone: 713-297-1529 Email: tlchapman2@uh.edu

3. Course Information on New/Revised course:  
 • Instructional Area / Course Number / Long Course Title:  
DAN / 4331 / PR & Marketing Entrepreneurship for the Arts  
 RECEIVED OCT 12 2012  
 • Instructional Area / Course Number / Short Course Title (30 characters max.)  
DAN / 4331 / PR & MARKETING - ARTS  
 • SCH: 3.00 Level: SR CIP Code: 5003010003 Lect Hrs: 3 Lab Hrs: 0

4. Justification for adding/changing course: To incorporate new developments in discipline

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): B.A. in Dance

- 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): \_\_\_\_\_

*consent of instructor.*

9. Proposed Catalog Description: (If there are no prerequisites, type in "none".)

Cr: 3. (3.0). Prerequisites: ~~None~~ Description (30 words max.): ~~Overview of the~~ S skills necessary to create and implement a marketing plan for the individual artist or small arts organization. Topics include branding, website development, graphics and media networking.

10. Dean's Signature: \_\_\_\_\_ Date: 10/8/12

Print/Type Name: Sarah Fishman