CBM003 ADD/CHANGE FORM

Approved Jan 22 2014

Undergraduate Committee  or  Graduate/Professional Studies Committee
New Course  Course Change
New Course  Course Change
Core Category:  Effective Fall 2014
Effective Fall 2014

1. Department: HRMA  College: HRM
2. Faculty Contact Person: Nancy Graves  Telephone: 713-743-2426  Email: ngraves@uh.edu
3. Course Information on New/Revised course:
   - Instructional Area / Course Number (*see CBM003 instructions) / Long Course Title:
     HRMA / 3366 / SOCIAL MEDIA IN THE HOSPITALITY INDUSTRY
   - Instructional Area / Course Number / Short Course Title (30 characters max.)
     HRMA / 3366 / SOCIAL MEDIA IN THE HOSP IND
     - SCH: 3.00  Level: JR  CIP Code:  Lect Hrs: 3  Lab Hrs: 0
   - Term(s) Course is Offered (*see CBM003 instructions about selection):
     Fall, Spring, Summer

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:
     HRMA / 4397 / Selected Topics Hosp Mgt
   - Course ID: 27329  Effective Date (currently active row): 8262013

6. Authorized Degree Program(s): Bachelor of Science, Hotel and Restaurant Management
   - 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. *See CBM003 instructions.)

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:  Junior standing.  Description (30 words max.): Cr. 3. Introduction to
   business uses of social media in the hospitality industry.

10. Dean’s Signature: ____________  Date: 10/3/13

Print/Type Name: Carl Boger

- Created on 10/3/2013 3:42:00 PM -