CBM003 ADD/CHANGE FORM

Undergraduate Council
New Course □ Course Change
Core Category: NONE □ Effective Fall 2010

Graduate/Professional Studies Council
New Course □ Course Change
Effective Fall RECEIVED SEP 2 9 2009

1. Department: COMM College: CLASS

2. Faculty Contact Person: Julie B. Fix, APR Telephone: 3-3728 Email: jbfix@central.uh.edu

3. Course Information on New/Revised course:
   - Instructional Area / Course Number / Long Course Title:
     COMM / 3361 / Advertising Copywriting
   - Instructional Area / Course Number / Short Course Title (30 characters max.)
     COMM / 3361 / ADVERTISING COPYWRITING
   - SCH: 3.00 Level: JR CIP Code: 09.0903.00 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 - Advertising, Journalism, Public Relations
   - 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 / 3361 / Advertising Copywriting
   - Course ID: 16450 Effective Date (currently active row): 20083

9. Proposed Catalog Description: (If there are no prerequisites, type in "none").
   Cr: 3. (3-0). Prerequisites: At least a C in COMM 2310. Description (30 words max.): Techniques of writing and producing advertisements.

10. Dean's Signature: Date: 09/28/09
    Print/Type Name: Dr. Sarah Fishman