CBM003 ADD/CHANGE FORM

Undergraduate Council    or    Graduate/Professional Studies Council
[ ] New Course    [ ] Course Change    [ ] New Course    [ ] Course Change
Core Category: _______    Effective Fall 2013    Core Category: _______    Effective Fall 2013

1. Department: Marketing and Entrepreneurship    College: BUS
2. Faculty Contact Person: Joaquin Diaz-Saiz    Telephone: 34713    Email: jdiaza-saiz@uh.edu
3. Course Information on New/Revised course:
   - Instructional Area / Course Number / Long Course Title: MARK / 4396 / Marketing Internship
   - Instructional Area / Course Number / Short Course Title (30 characters max.): MARK / 4396 / Marketing INTERNSHIP
   - SCH: 3.00    Level: JR    CIP Code: 5214010016    Lect Hrs: 0    Lab Hrs: 3
4. Justification for adding/changing course: To reinstate course to inventory
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: 0    Effective Date (currently active row): 0
6. Authorized Degree Program(s): BBA
   - 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: IS (satisfactory/unsatisfactory/incomplete)    Instruction Type:
   practicum, cooperative education    (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
   MARK / 4396 / Marketing Internship
   - Course ID: 30973    Effective Date (currently active row): 8132005
9. Proposed Catalog Description: (If there are no prerequisites, type in "none".)
   Cr. 3. (3-0). Prerequisites: junior standing and approval of department chair. Description (30 words
   max.). Enhancement of concepts and techniques learned in the classroom. Written report required.
10. Dean’s Signature: __________________________    Date: 10/10/12
    Print/Type Name: Teri Elkins Longacre

- Created on 10/8/2012 12:13:00 PM -