

College Document # COAS 011  
UCC Document # \_\_\_\_\_  
Date Received \_\_\_\_\_



**CATALOG YEAR 2010-2011**  
**(Please use separate form for each add/change)**

COLLEGE: Arts and Sciences

Current Catalog Page(s) Affected 292

**Course:** Add: \_\_\_\_\_ Delete: \_\_\_\_\_ Change + \_\_\_\_\_:  
(check all that apply)      Number     Title     SCH     Description + \_\_\_\_\_ Prerequisite    

If new, provide Course Prefix, Number, Title, SCH Value, Description, prerequisite, and lecture/lab hours if applicable. If in current catalog, provide change and attach page with changes in red and provide a brief justification.

**COMM 3329 Fundamentals of Advertising**

Three semester hours. (SP)

This course explores the fundamentals of advertising and the basic theories and principles used in developing advertising. Learn how advertisers and agencies develop an advertisement or ad campaign, the visuals and messages to include in the ad, where and when the ad or campaign should run, and why. Topics include typical jobs in advertising and the basic duties associated with each job, advertising history, and ethical considerations. **This course will also focus on advertising strategies for Hispanic markets.**

**Justification:**

**Description changed to reflect focus in Hispanic advertising. Semester offering was also changed.**

Approvals:   Signature   Date  
Chair \_\_\_\_\_  
Department Curriculum Committee

Chair \_\_\_\_\_  
Department

Chair \_\_\_\_\_  
College Curriculum Committee

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