

CARMin: Course Change Document

Doc Nbr:	6373841	Status:	ENROUTE
Initiator:	sumullig	Created:	03:00 PM 06/09/2010

Course Change Document

Document Overview

Description	IN JOUR-J 438
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Course Request Key Fields

	Current:	Change to:
1. Requesting Campus: *	IN - IUPUI	
3. School: *	JOUR - School of Journalism	
4. Current Academic Subject Area:	JOUR - Journalism	
5. Current Course Number:	J-438	

Required Information

6. Academic Career:	Undergraduate
7. Credit Type: *	Undergraduate
8. Effective Term (anticipated): *	Spring 2011

Course Catalog Attributes

	Current:	Change to:
9a. Change Course Title:	ADVERTISING ISSUES & RESEARCH	Advertising Campaigns
b. Abbreviation (30 characters):	ADVERTISING ISSUES & RESEARCH	Advertising Campaigns
10a. Change Academic Subject Area:	JOUR - Journalism	
b. Change Course Number:	J-438	
11a. Is the current course being discontinued?		
12. Change Credit Hours:	Fixed at 3	
13. Change Contact Hours:		
16. Prerequisites/Corequisites (Information Only):		
17. Course Description:		Advanced study in the creation and implementation of advertising campaigns. Students will study the evolution of ad campaigns, the various forms of advertising, and local and national ad campaigns. Students also will practice targeting the audience, creating the advertising concept, and selecting media buys and budgeting through the development of actual

advertising campaigns for clients.

Course Attributes for Scheduling

	Current:	Change to:
18. Equivalent Courses:		
19a. Repeatable for Credit?	No	
b. Total Career Credit Hours Allowed:	3	
c. Total Career Completions Allowed:	1	
d. Allow multiple enrollments in term?	No	
20a. Type of Instructional Experience (Select primary component):	Lecture	
b. Additional component(s) that apply:	Lecture	
21. Instruction Mode (select all that apply):		
22. Instructor Name:		
23. Estimated Enrollment:		
24. Estimated Enrollment Percent Expected to be Graduate Students:		
25. Frequency of Schedule: *	Once Per Year	
26. Change Course Typically Offered:		
27. Will this course be required for majors? *	No	

Additional Course Information

28. Justification for Course Change: *	Name and description adjusted to reflect the changed realities of modern advertising.
29a. Does this course overlap with existing courses? *	No

IUPUI Campus Specific Questions

IN1a. PUL - Major emphasis (Mandatory) (Information Only): *	TH
b. PUL - Moderate emphasis (Optional) (Information Only):	IN

Student Enrollment Services

SES3. Remonstrance Filed?	<input type="radio"/> Yes <input checked="" type="radio"/> No
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