

**CARMIn: Course Change Document**

<b>Doc Nbr:</b>	6373546	<b>Status:</b>	ENROUTE
<b>Initiator:</b>	sumullig	<b>Created:</b>	02:36 PM 06/09/2010

**Course Change Document**

Document Overview

<b>Description</b>	IN JOUR-J 335
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Course Request Key Fields

	<b>Current:</b>	<b>Change to:</b>
<b>1. Requesting Campus: *</b>	IN - IUPUI	
<b>3. School: *</b>	JOUR - School of Journalism	
<b>4. Current Academic Subject Area:</b>	JOUR - Journalism	
<b>5. Current Course Number:</b>	J-335	

Required Information

<b>6. Academic Career:</b>	Undergraduate
<b>7. Credit Type: *</b>	Undergraduate
<b>8. Effective Term (anticipated): *</b>	Fall 2010

Course Catalog Attributes

	<b>Current:</b>	<b>Change to:</b>
<b>9a. Change Course Title:</b>	RETAIL & DIRECT ADVERTISING	Advertising Copywriting
<b>b. Abbreviation (30 characters):</b>	RETAIL & DIRECT ADVERTISING	Advertising Copywriting
<b>10a. Change Academic Subject Area:</b>	JOUR - Journalism	
<b>b. Change Course Number:</b>	J-335	
<b>11a. Is the current course being discontinued?</b>		
<b>12. Change Credit Hours:</b>	Fixed at 3	
<b>13. Change Contact Hours:</b>		
<b>16. Prerequisites/Corequisites (Information Only):</b>		
<b>17. Course Description:</b>		A study of the principles and practices of writing effective commercial messages for media such as magazines, newspapers, billboards, direct mail, directories, and other promotional copy. It includes studies of message elements: the role of research in developing message strategies: the creative process: and clear, effective, and persuasive copywriting. Application of

creative strategy for print and electronic media. Emphasis placed on the development of creative concepts. Requires preparation of advertisements including rough layouts and storyboards.

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: *	Fall/Spring	
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): *	CO
b.	PUL - Moderate emphasis (Optional) (Information Only):	TH

Student Enrollment Services

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