

Faculty Course Catalog Search

Student Course Catalog Search

Faculty Self-Service Tools
Greenlighting
Office Hours
Permission of Instructor
Student Profile
Submit No Shows
Submit Progress Reports

Summer 2012 Courses
View Open and All Course Lists
Course Section Search: MyInfo
Summer Session Information

Fall 2012 Courses
View Open and All Course Lists
Course Catalog Search
Course Section Search

Registration Tools
Before you Register
Contact your advisor to discuss your course schedule
Check **Greenlight Status** and **Registration Holds**

Register for Summer 2012 Classes
View Open and All Course Lists
Search and/or Register for Classes: MyInfo
Summer Session Information

Register for Fall 2012 Classes
When Can I Register?
View Open and All Course Lists
Course Catalog Search
Search and/or Register for Classes
Add / Drop Classes

The Faculty Self-Service Tools channel and Student Registration Tools Channel provides a link to the Course Catalog Search. Before the courses will display, the faculty member will have to select a term.

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Back to Faculty Tab

Personal Information Faculty Services

Search

Course Catalog Search

Please select a catalog term and choose Submit to proceed to the Course Search page.

Search by Term:

- None
- None
- Spring 2013
- Fall 2012
- Fall 2011
- Spring 2011
- Fall 2010

Once the term is selected, a minimum of one subject must be selected. You can select multiple subjects by clicking on one subject, and then pressing Ctrl and clicking on each additional subject you would like to view. The remaining criteria are optional.



[Back to Student Information Tab](#)

Personal Information **Student** **Financial Aid**

Search

Display Catalog

Subject (BZ):

Course Number Range: from to

Title:

Level:

Schedule Type:

College:

Division:

Department:

Credit Range: hours to hours

Course Attribute:

Once the subject(s) has/have been selected, the results will display in a list format. The list provides course information, including the description, credits, department and division of the course, a link to the bookstore information. If the course is being offered in the semester that was chosen, you will see the Schedule Types highlighted. Clicking on that link will take you to a list of all the sections being offered for that semester, as well as the section meeting information.

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Back to Faculty Tab

Search Go

Webmail Blackboard Library Rider Logout Help

RETURN TO MENU SITE MAP HELP

Fall 2012
Jan 26, 2012

Catalog Entries

Select the Course Number to get further detail on the course. Select Schedule Types to find all sections for the course.

ADV 300 - Advertising Principles

Basic theory, functions, principles, and applications of advertising are the focus of this course. The relation of advertising to our economy, the advertising department and the ad agency, selection of media, advertising practices, and the use of research to improve advertising techniques are covered. Prerequisite: MKT-200. Required for advertising majors. 3.000 Credit hours

Levels: Undergraduate
Schedule Types: **Lecture**

Business Administration Division
Marketing Department

Course Attributes:
Arts Administration Elec

Bookstore - Internal Infotext.

ADV 311 - Advertising Copy and Layout

Development and planning of creative and strategic advertisements for a variety of products. The course includes creating concepts for ads, designing ads, and writing copy for all media. The student will become familiar with the activities and responsibilities of copywriters and art directors. The relationship between creative advertising and other functions of advertising will be emphasized. Prerequisites: ADV-300, COM-212. Required for advertising majors. 3.000 Credit hours

The second layer of information, found by clicking on the title of the class provides more details, including course attributes, restrictions and prerequisites. Also note that any courses listed as prerequisites are clickable, allowing you to see the course information for that course.

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Back to Faculty Tab

Search Go

Webmail Blackboard Library Rider Logout Help

SITE MAP HELP

Fall 2012
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Detailed Course Information

Select the desired Level or Schedule Type to find available classes for the course.

ADV 300 - Advertising Principles

Basic theory, functions, principles, and applications of advertising are the focus of this course. The relation of advertising to our economy, the advertising department and the ad agency, selection of media, advertising practices, and the use of research to improve advertising techniques are covered. Prerequisite: MKT-200. Required for advertising majors. 3.000 Credit hours

Levels: Undergraduate
Schedule Types: Lecture

Business Administration Division
Marketing Department

Course Attributes:
Arts Administration Elec

Bookstore - Internal Infotext.

Restrictions:
Must be enrolled in one of the following Levels:
Undergraduate
Must be enrolled in one of the following Majors:
Advertising

Prerequisites:
Undergraduate level MKT 200 Minimum Grade of D

Return to Previous New Search