2009

Modern Languages and Literatures (MLLT)

Montclair State University

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### MKTG578
**Title:** Pharmaceutical Marketing and Health Care Services.
**Prerequisites:** MKTG 501 or MKTG 561; MBA degree students only.
**Special Fee:** Special fee.
**Number and type of credits:** 1.5 hours lecture.
**Course Description:** A broad overview of the unique role played by consumer, health care professionals, pharmacists, drug manufacturers, hospitals, clinics, government agencies, health insurers and others in this field that represents more than 20 percent of the national GOP. Students learn how a complex mosaic of market, economic, social, and governmental forces make these dynamic arenas in which to apply marketing theories, strategies, and techniques. Case-teaching approach, as well a guest lectures from the pharmaceutical and health care fields, are employed.

### MKTG581
**Title:** Integrated Marketing Communication: Crisis Management.
**Prerequisites:** MKTG 531; MBA degree students only.
**Special Fee:** Special fee.
**Number and type of credits:** 1.5 hours lecture.
**Course Description:** This course will examine crisis communication from a theoretical perspective. It will emphasize how corporations and organizations can strategically use integrated marketing communication tools (including marketing, advertising, branding, social media, and public relations) to anticipate crises, manage these events, and repair damage once the crisis has subsided. Most importantly, this course will provide leaders of businesses and organizations with the tools they need to determine how best to respond to and manage unfolding crises to minimize the damages they might otherwise suffer.

### MLLT367
**Title:** Seminar in Modern Languages and Literatures.
**Prerequisites:** Departmental approval.
**Number and type of credits:** 3 hours lecture.
**Course Description:** Changing topics to include in-depth studies of literary and cultural topics which involve more than one language or national boundary.

### MSIN201
**Title:** Secondary Inst Piano I.

### MSIN202
**Title:** Secondary Inst Piano II.

### MSIN221
**Title:** Secondary Inst Guitar I.

### MSIN222
**Title:** Secondary Inst Guitar II.