

2009

Modern Languages and Literatures (MLLT)

Montclair State University

Modern Languages & Literatures

MKTG578	Title	is different. 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.