NHM 444: Strategic Issues in Hospitality

Strategy in a dramatically changing, intensely competitive marketplace. Focuses on key concepts in consumer-driven hospitality organizations.

3 Credits

Prerequisites

- NHM 215: Introduction to Hospitality Management
- B.S.H.M. majors only.
- Pre-requisite: (Mktg 351 or GB 350) and (Mgmt 371 or Mgmt 391 or GB 370).
- Pre-Requisite: (Mktg 351 or GB 350) And (Mgmt 371 or Mgmt 391 or GB 370).

Instruction Type(s)

- Lecture: Lecture for NHM 444

Subject Areas

- Family and Consumer Sciences/Human Sciences, General