NHM 740: Consumer Behavior in the Hospitality Ind

FAMILY & CONSUMER SCIENCES

The analysis of consumer behavior as it relates to the hospitality industry from theories and research to application.

3 Credits

Instruction Type(s)

- Lecture: Lecture for NHM 740

Subject Areas

- Hospitality Administration/Management, General

Related Areas

- Hotel/Motel Administration/Management
- Restaurant/Food Services Management

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