

## FCS 464: Hospitality Services Promotion

Application of marketing theory and practices to the hospitality industry.

3 Credits

## Prerequisites

- Mktg 351: Marketing Principles
- FCS 215: Introduction to Hospitality Management
- Pre-Requisite: 24 Earned Hours

## Instruction Type(s) Lecture: Lecture for FCS 464

## Subject Areas

- Hospitality & Rec. Marketing Opns, Gen
- Hotel/Motel Administration/Management

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