

## **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](#)

