

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](#)

