

FCS 464: Hospitality Services Promotion **FAMILY & CONSUMER SCIENCES**

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](#)

