

FCS 310: Non Store Retailing

NUTRITION & HOSPITALITY MANAGEMENT

Investigation of goods and services, offered by nonstore retail formats such as telemarketing, catalogs, television, and the Internet in meeting consumer needs and wants.

3 Credits

Prerequisites

- [Mktg 351: Marketing Principles](#)
- [Mktg 367: Consumer Behavior](#)

Instruction Type(s)

- Lecture: Lecture for FCS 310

Subject Areas

- [Consumer Merchandising/Retailing Management](#)

