

FCS 464: Hospitality Services Promotion NUTRITION & HOSPITALITY MANAGEMENT

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

The University of Mississippi is accredited by the Southern Association of Colleges and Schools Commission on Colleges to award certificates and baccalaureate, master's, specialist, and doctoral degrees. Contact the Commission on Colleges at 1866 Southern Lane, Decatur, Georgia 30033-4097, call 404-679-4500, or visit online at www.sacscoc.org for questions about the accreditation.

