

## NHM 740: Consumer Behavior in the Hospitality Ind

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

