

NHM 464: Hospitality Services Promotion NUTRITION & HOSPITALITY MANAGEMENT

Application of marketing theory and practices to the hospitality industry. 3 Credits

Prerequisites

- Mktg 351: Marketing Principles
- <u>NHM 215: Introduction to Hospitality Management</u>
- Pre-Requisite: 24 Earned Hours

Instruction Type(s) Lecture: Lecture for NHM 464

Subject Areas

- Hospitality & Rec. Marketing Opns, Gen
- Hotel/Motel Administration/Management

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