

## NHM 464: Marketing in the Hospitality Industry

### NUTRITION & HOSPITALITY MANAGEMENT

Overview of marketing principles, theories, and practices and their applications to the hospitality industry.

3 Credits

#### Prerequisites

- [Mktg 351: Marketing Principles](#)
- [NHM 310: Hospitality Industry Accounting](#)
- Pre-Requisite: 24 Earned Hours

#### Instruction Type(s)

- Lecture: Lecture for NHM 464

#### Subject Areas

- [Hospitality & Rec. Marketing Opns. Gen](#)
- [Hotel/Motel Administration/Management](#)

