

# NHM 464: Marketing in the Hospitality Industry

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

### 3 Credits

#### Prerequisites

- <u>Mktg 351: Marketing Principles</u>
- <u>NHM 310: Hospitality Industry Accounting</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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