

NHM 671: Hospitality Services Management

Examines service marketing and management concepts relevant to the hospitality industry and explores how these concepts can be applied to service delivery systems in the hospitality industry.

3 Credits

Instruction Type(s)

- Lecture: Lecture for NHM 671
- Lecture: Web-based Lecture for NHM 671

Subject Areas

Hotel/Motel Administration/Management

Related Areas

- Hospitality Administration/Management, General
- <u>Restaurant/Food Services Management</u>

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