

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

- <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

The University of Mississippi is accredited by the Southern Association of Colleges and Schools Commission on Colleges to award certificates and baccalaureate, master's, specialist, and doctoral degrees. Contact the Commission on Colleges at 1866 Southern Lane, Decatur, Georgia 30033-4097, call 404-679-4500, or visit online at www.sacscoc.org for questions about the accreditation.

