

## **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](#)
- Pre-Requisite: 24 Earned Hours

#### **Instruction Type(s)**

- Lecture: Lecture for NHM 464

#### **Subject Areas**

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

