

## **NHM 624: Advanced Marketing Hospitality Industry**

### **NUTRITION & HOSPITALITY MANAGEMENT**

A conceptual and theoretical understanding of marketing and its application using structured analysis techniques in the hospitality industry. The structure and sequence of topics explore and develop marketing environments, perform competitive analysis, determine market segments and positions, best use of marketing mix, utilize marketing research techniques and information systems, and apply marketing strategies and plans.

3 Credits

### **Prerequisites**

- [Mktg 351: Marketing Principles](#)
- Graduate Program Level Only

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

- Lecture: Lecture for NHM 624

### **Subject Areas**

- [Hospitality Administration/Management, General](#)

### **Related Areas**

- [Hotel/Motel Administration/Management](#)
- [Restaurant/Food Services Management](#)

