

NHM 444: Strategic Issues in Hospitality

NUTRITION & HOSPITALITY MANAGEMENT

Strategy in a dramatically changing, intensely competitive marketplace. Focuses on key concepts in consumer-driven hospitality organizations.

3 Credits

Prerequisites

- [Mktg 351: Marketing Principles](#)
- [NHM 215: Introduction to Hospitality Management](#)
- B.S.H.M. majors only.
- Pre-Requisite: 24 Earned Hours
- Mgmt 391 or Mgmt 371

Instruction Type(s)

- Lecture: Lecture for NHM 444

Subject Areas

- [Family and Consumer Sciences/Human Sciences, General](#)

