

NHM 464: Marketing in the Hospitality Industry

Overview of marketing principles, theories, and practices and their applications to the hospitality industry. 3 Credits

Prerequisites

<u>Mktg 351: Marketing Principles</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

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