

## 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

- Pre-Requisite: 24 Earned Hours
- Mktg 351 or GB 350

#### Instruction Type(s)

- Lecture: Lecture for NHM 464
- Lecture: Web-based Lecture for NHM 464

#### Subject Areas

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

