

## NHM 740: Consumer Behavior in the Hospitality Ind

The analysis of consumer behavior as it relates to the hospitality industry from theories and research to application. 3 Credits

Instruction Type(s)

Lecture: Lecture for NHM 740

## Subject Areas

Hospitality Administration/Management, General

## **Related Areas**

- Hotel/Motel Administration/Management
- <u>Restaurant/Food Services Management</u>

The University of Mississippi is accredited by the Southern Association of Colleges and Schools Commission on Colleges to award certificates and baccalaureate, master's, specialist, and doctoral degrees. Contact the Commission on Colleges at 1866 Southern Lane, Decatur, Georgia 30033-4097, call 404-679-4500, or visit online at www.sacscoc.org for questions about the accreditation.

