

## 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

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