

## **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](#)

