

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>

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