

## NHM 444: Strategic Issues in Hospitality

Strategy in a dramatically changing, intensely competitive marketplace. Focuses on key concepts in comsumer-driven hospitality organizations. 3 Credits

## **Prerequisites**

- <u>NHM 215: Introduction to Hospitality Management</u>
- · B.S.H.M. majors only.
- Pre-requisite: (Mktg 351 or GB 350) and (Mgmt 371 or Mgmt 391 or GB 370).
- Pre-Requisite: (Mktg 351 or GB 350) And (Mgmt 371 or Mgmt 391 or GB 370).
- · Pre-Requisite: 24 Earned Hours

## Instruction Type(s)

• Lecture: Lecture for NHM 444

## Subject Areas

• Family and Consumer Sciences/Human Sciences, General

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