

NHM 463: Sales in Hospitality and Tourism Nutrition & Hospitality Management

This course offers a comprehensive overview of key marketing and sales approaches, negotiation techniques, revenue forecasting strategies, revenue management techniques, and sales data interpretation in the hospitality and tourism industry.

3 Credits

Prerequisites

• NHM 221: Foundations of Tourism and Travel

Instruction Type(s)

• Lecture: Lecture for NHM 463

• Lecture: Web-based Lecture for NHM 463

Subject Areas

• Hospitality Administration/Management, General

Related Areas

- Hotel/Motel Administration/Management
- Restaurant/Food Services Management

