

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](#)

