

NHM 624: Advanced Marketing Hospitality Industry NUTRITION & HOSPITALITY MANAGEMENT

A conceptual and theoretical understanding of marketing and its application using structured analysis techniques in the hospitality industry. The structure and sequence of topics explore and develop marketing environments, perform competitive analysis, determine market segments and positions, best use of marketing mix, utilize marketing research techniques and information systems, and apply marketing strategies and plans.

3 Credits

Prerequisites

- Mktg 351: Marketing Principles \$target.descriptions.MinimumGrade\$
- Graduate Program Level Only

Instruction Type(s)

Lecture: Lecture for NHM 624

Subject Areas

Hospitality Administration/Management, General

Related Areas

- Hotel/Motel Administration/Management
- <u>Restaurant/Food Services Management</u>

The University of Mississippi is accredited by the Southern Association of Colleges and Schools Commission on Colleges to award certificates and baccalaureate, master's, specialist, and doctoral degrees. Contact the Commission on Colleges at 1866 Southern Lane, Decatur, Georgia 30033-4097, call 404-679-4500, or visit online at www.sacscoc.org for questions about the accreditation.

