

## NHM 740: Consumer Behavior in the Hospitality Ind

### NUTRITION & HOSPITALITY MANAGEMENT

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](#)
- [Restaurant/Food Services Management](#)

