

HOST 258 : Hospitality Marketing

Provides students with essential knowledge and practical experience to develop strategic and operating marketing plans for hospitality properties. Emphasizes the marketing orientation as a management philosophy that guides the design and delivery of guest services. Examines the dynamic relationship between hospitality marketing and daily operations.

Credits 3

Lecture Hours 45

Teaching Equivalent 3.00

Prerequisites

HOST 101 with grade C or better, and ENG 22 with grade C or better or placement at ENG 100, or consent.