

2019-2020 TTC Catalog

HOS 245 Hospitality Marketing

Lec: 3.0 Lab: 0 Credit: 3.0

This course is a study of fundamental marketing strategies that are specific to the hospitality industry. Emphasis is placed on how marketing strategies target customer needs and wants.

Prerequisite

HOS 140

Course Offered

Fall

Spring

Grade Type

Letter Grade

Division

Culinary Institute of Charleston