

# 2020-2021 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