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Hospitality Management 1) \_\_\_ is the balance of product, price, promotion, and distribution. a. Marketing mix b. Product line c. Amenities d. Equilibrium

Competency: Hospitality Marketing concepts 2) \_\_\_ is where a business stands in relation to other similar businesses. a. Market share b. Market position c. Mission d. Target objective

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Study Hospitality. Study Hospitality. The United States is the perfect place for international students to study hospitality management. Many of the biggest hotel chains in the world are based in the United States or have a major corporate presence there.

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nature.

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management. Core subject areas include accounting, administration, finance, information systems, marketing, human resource management, public relations, strategy, quantitative methods, and sectoral studies in the various areas of hospitality business.

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## **Wikipedia**

Hospitality management programs prepare their students to work in one of the largest ( over 15 million employees and counting, according to the Bureau of Labor Statistics) and most future-proof ( only 2% of the activities involved can possibly be automated as reported by Fortune Magazine) industries in the



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United States.

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