WHAT CAN GERONTOLOGY at UNCC ADD TO YOUR MARKETING DEGREE?

*UNC Charlotte offers an Undergraduate Minor, Graduate Certificate and Master’s Degree in Gerontology*

**WHAT IS GERONTOLOGY?**

Gerontology is the study of aging and older adults. Students of gerontology study not only physiological changes that occur with aging, but also social roles, normative expectations, attitudes and beliefs, stereotypes, and policy, health and economic issues which define the aging experience.

**HOW DOES GERONTOLOGY COMPLEMENT MY MARKETING DEGREE?**

Gerontology helps marketing professionals to understand the different trends among the baby boomers and senior population. Members of the senior population are expected to be the dominate population by the year 2030. Marketers will have to shift their target market to this population. In order to effectively communicate to this generation, marketers will have to be familiar with the study of aging and older adults. There is a growing need to understand how to market to the older population and evaluate them as consumers. This will increase sales for marketers, as well as retention. The senior population is the most brand loyal population.
WHAT UNC CHARLOTTE FACULTY SPECIALIZE IN THIS AREA AND WHAT ARE THEIR RESEARCH INTERESTS?

Sunil Erevelles, Ph.D., Sunil.Erevelles@uncc.edu. Specialist in Consumer Behavior and Marketing Strategy.

WHAT ARE SOME CAREER RESOURCES BEYOND UNCC?

AARP
www.aarp.org
Association for Gerontology in Higher Education Careers in Aging
www.careersinaging.com/careersinaging/
The Gerontological Society of America Careers in Gerontology
www.geron.org/StudentOrg/careers.htm
Southern Gerontological Society
http://www.wfu.edu/gerontology/sgs/
UNC Institute on Aging
http://www.aging.unc.edu/
Journal of Consumer Research
http://www.jstor.org/journals/00935301.html

FOR MORE INFORMATION at UNCC ABOUT

The Gerontology Program:
Dr. Julian Montoro-Rodriguez, Program Director at jmontoro@uncc.edu or 704-687-6166.

The Gerontology Graduate Certificate or MA or Research:
Dr. Mike Turner, Research Coordinator at miturner@uncc.edu or 704-687-0867

The Undergraduate Gerontology minor:
Dr. Cynthia Hancock, Undergraduate & Service-Learning Coordinator at chancock@uncc.edu or 704-687-7807.

Visit the Gerontology Program website: www.gerontology.uncc.edu
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