

AGNG 399: Introduction to Marketing Senior Services



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No matter what business you choose, that organization and its employees need to understand how to market to older adults, the fastest growing consumer segment in the world marketplace. The Baby Boomers have changed every system in every stage of their lives... and as Boomers approach and enter retirement age, they will continue to do so.

Find out what makes them tick... their likes and dislikes... and how to be successful in developing your marketing strategy for older adults!

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