

## WHAT CAN GERONTOLOGY ADD TO YOUR MARKETING DEGREE?

*UNC Charlotte offers an Undergraduate Minor, a Concentration in Gerontology with the Interdisciplinary BA, and Graduate Certificate in Gerontology (with an [Early Entry](#) option)*

### WHAT IS GERONTOLOGY?

Gerontology is the study of longevity. 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 dominant 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 ARE SOME CAREER RESOURCES BEYOND UNC Charlotte?

AARP

[www.aarp.org](http://www.aarp.org)

Academy for Gerontology in Higher Education Careers in Aging

[www.geron.org/academy-for-gerontology-in-higher-education-aghe](http://www.geron.org/academy-for-gerontology-in-higher-education-aghe)

Exploring Careers in Aging

<https://exploringcareersinaging.com/>

The Gerontological Society of America Careers in Gerontology

<https://agework.geron.org/>

Southern Gerontological Society

<https://southerngerontologicalsociety.org/>

UNC Institute on Aging

[www.med.unc.edu/aging/](http://www.med.unc.edu/aging/)

Journal of Consumer Research

<http://www.jstor.org/journals/00935301.html>

American Society on Aging

<https://www.asaging.org/>

LeadingAge

<https://leadingage.org/>

Scan the QR code to go to  
the UNC Charlotte  
Gerontology Linktree



### **FOR MORE INFORMATION**

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**Or Visit the Gerontology Program website:**

[gerontology.charlotte.edu](http://gerontology.charlotte.edu)