Don’t Refer to Me as Old or Aging: Understanding Older Consumers

Wednesday • October 26, 2016 • 12:00 - 1:30 p.m.
UNCG • Stone Building • Edwards Lounge

Despite the dramatic rise in numbers of older consumers, there remains a lack of understanding of this promising consumer group.

In this presentation, Dr. Jiyoung Hwang will discuss characteristics of older consumers, how best to approach this growing market, and provides case studies of success and failure when branding to older consumers.

Dr. Jiyoung Hwang is Assistant Professor of Marketing in the Bryan School of Business & Economics at UNCG.

Please bring your lunch to enjoy during each GROWTH presentation. Seating is limited. Pay parking is available in three UNCG parking decks.

To attend, RSVP indicating this specific event and your name, e-mail and phone to gerontology@uncg.edu or call 336-256-1020.

Look forward to future UNCG GROWTH “Lunch & Learn” events!

Sponsored by the UNCG Gerontology Program & the UNCG School of Health and Human Sciences.