

# UNCG GROWTH Lunch & Learn

— GROWTH —  
GERONTOLOGY  
RESEARCH,  
OUTREACH,  
WORKFORCE &  
TEACHING HUB  
AT UNCG

*Facilitating transdisciplinary  
conversations to encourage  
aging-related research,  
teaching, and community-  
university partnerships*

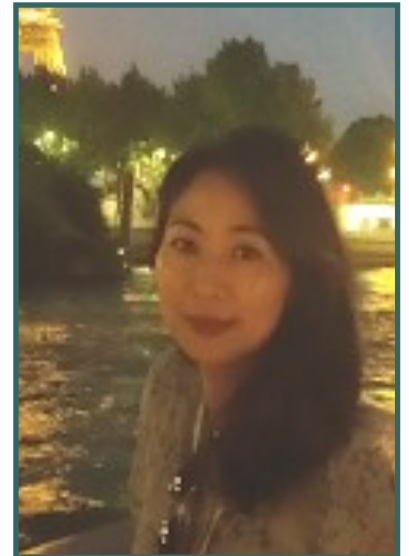
## Don't Refer to Me as Old or Aging: Understanding Older Consumers

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](mailto:gerontology@uncg.edu) or call 336-256-1020.**

For information about future  
UNCG GROWTH Lunch & Learn  
presentations twice each semester  
visit

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

PHONE: 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.

