Marketing

The Marketing Department helps older adults choose where to live and what services to receive. Through advertising, this department sells the community’s programs and services to the public.

**Employment outlook**

I feel great satisfaction when older adults decide to live in our community. Helping them feel safe and comfortable is the best part of my job.

**Are you a person who:**

- Enjoys selling and persuading others?
- Understands how social media can be used for communication purposes?
- Has some idea how successful businesses are run?

**What is the salary?**

$55,000 – $130,000

**How much schooling is needed?**

Bachelor’s Degree

**What are similar careers?**

- Writer or Editor
- Graphic Designer
- Sales

**How can you prepare to become a worker in a Marketing Department?**

- Study what is meant by the term “market trend.”
- Start your own business and determine which advertising types work best.
- Compare and contrast the ways that local Life Plan Communities advertise.

**Career steps**

Director of Marketing
Sales Associate