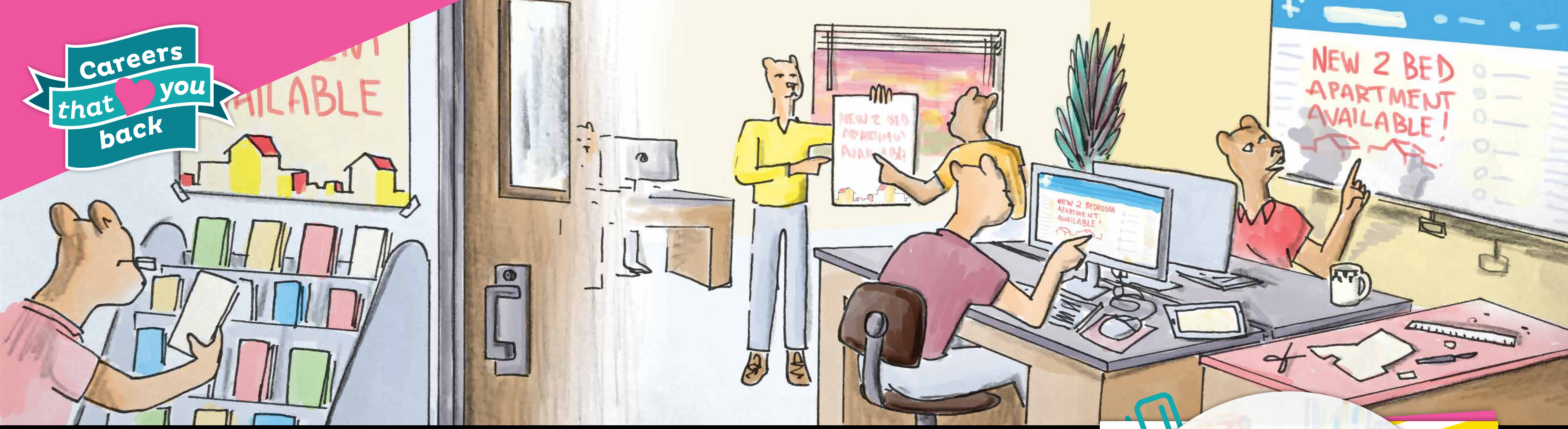


Careers that  you back



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.



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?

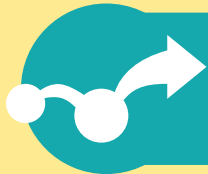


What is the salary?

\$55,000 – \$130,000



Employment outlook



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.



How much schooling is needed?

Bachelor's Degree



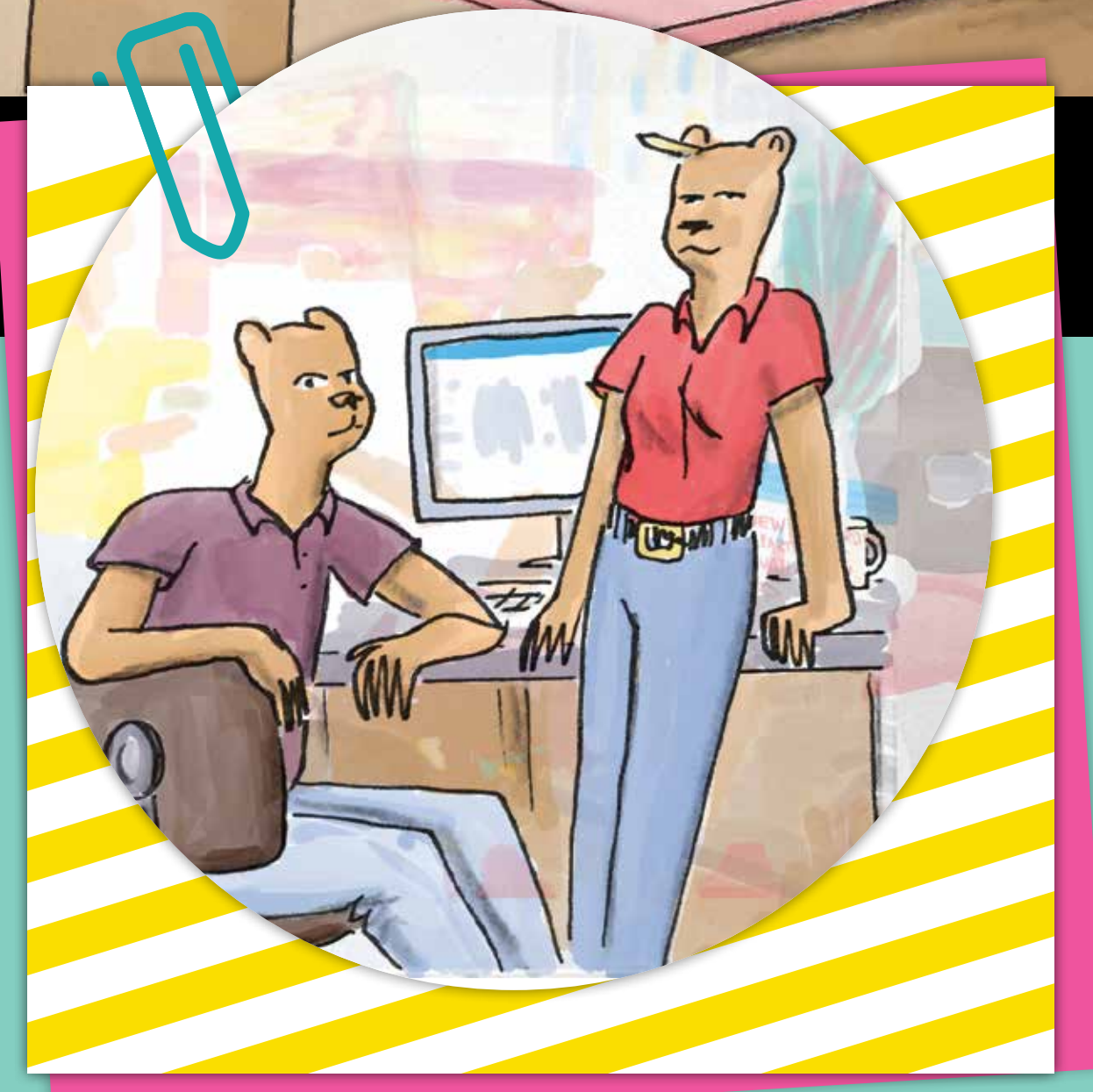
What are similar careers?

- Writer or Editor
- Graphic Designer
- Sales



Career steps

Director of Marketing
Sales Associate



"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."