

BSLM 304: **Senior Living Marketing, Management and Leadership**

This course will focus on how to successfully manage and grow a senior living facility. Established marketing principles will be explored along with industry-specific sales strategies. Other topics discussed will include management principles, management versus leadership, leadership styles, motivation, and leading high-performing teams.

Credits:

3

Prerequisites:

BSLM 302
BSLM 303

or permission from Advisor

Program:

Business Administration