

Objectives and Responsibilities: Internship for The Bridge at Alamosa

1. Learn what marketing tasks are effective in long-term care.
2. Understand Consumer Driven Marketing versus need- base/crisis marketing.
3. Develop a real understanding of senior living operations on a daily basis.
4. Develop and understand food service delivery at a 5 star hotel with medical attention.
5. Understand plant design driving market and consumer demand.
6. Understand the importance of fitness and wellness programs, involving therapists and their roles.
7. Understand Fiscal responsibilities within assisted living versus a nursing home and how that affects their marketing budget.
8. Complete Eden Alternative Associate training.
9. Understand clinical needs for seniors and how it can be delivered discretely and with dignity
10. Learn how to market to the best associates that deliver their consumer driven service, and keep the best associates.
11. Understand the benefits of marketing thru radio, newspaper, television, direct mail and billboards. Learn how to be most effective within each of those media's.