

Communication

W. P. Carey Career Management and Employer Engagement: Business degree fast facts

The W. P. Carey business degree in communication offers a complementary blend of business savvy and communication techniques for students interested in perfecting their

communication skills in business endeavors. This program focuses on teaching students how to convey information in a clear, concise manner. There are a variety of career opportunities

for graduates of this program, with average starting salaries ranging from \$30,000 to \$50,000.¹

Pursue diverse career opportunities

- Account manager
- Business communications consultant
- Business internal communications consultant
- Communications and public relations coordinator
- Communications manager
- Corporate communications
- Customer service and business development representative
- Director of communications
- Inside/outside sales representative
- Marketing communications manager
- Marketing communications specialist
- Marketing manager
- Public relations coordinator
- Visual merchandising and communications specialist
- Web marketing and communications specialist

Map your future in business communication

Inside/outside sales representative

Manage all aspects of the sales process within a target market. Develop sales plans, establish customer relationships, design solutions, present proposals, and close sales. Attain assigned sales commitment including protection of revenue sold, generation of new revenue, and assurance of customer satisfaction. Advocate for customer needs and develop new sales opportunities. Understand and communicate competitor strategies, strengths, and vulnerabilities to meet objectives.

Marketing coordinator/manager

Coordinate the strategic planning and development of internal and external marketing communications programs. Integrate service and product marketing initiatives to improve the promotion of a company. Interact with vendors to produce promotional materials.

Communications specialist

Support the development of strategic internal communication plans that advance staff knowledge. Research, analyze, and prepare strategic communications regarding market and industry information. Identify and collect information for use in strategic planning and projects. Review industry media for articles, research, and persons of interest, and extract relevant information to advance the organization.

Public relations coordinator

Assist with publicity as a media liaison. Write and edit various department communication materials including media guides, publications, press releases, and promotion-specific content for company website. Supervise and coordinate media operations and staff. Field and direct responses to interview requests from local and national media.

Business communications consultant

Create content consistent with company guidelines. Ensure accuracy of content for print materials, training materials, and internal and external communications. Manage and prioritize projects, manage relationships, and function independently or in a team environment. Coordinate and lead marketing projects.

Web marketing and communications specialist

Write and place news releases and firm announcements to increase external marketing. Develop targeted media lists and field media inquiries. Write and develop digital content and copy. Track online engagement, activity, and results.

Add value to your degree

As a W. P. Carey student, your classroom experience is just one part of your preparation for a successful career.

A variety of extracurricular opportunities provide you with practical, real-world experiences to complement your classroom studies.

Business School Council (BSC)

wpcbsc.com

An opportunity to learn, grow, and develop leadership and professional skills through greater involvement with the W. P. Carey School of Business. BSC members inform students about matters regarding W. P. Carey, represent business students to the greater ASU community, and increase student-faculty relations within W. P. Carey.

American Marketing Association (AMA)

amaasu.com

The ASU chapter of AMA provides members with opportunities to develop the skills needed to excel in the field of marketing and communications through professional and network development.

International Association of Business Communicators (IABC)

iabcphoenix.com

Founded in 1970, IABC provides a professional network of more than 15,000 business communication professionals in over 70 countries.

Public Relations Society of America (PRSA)

prsa.org

PRSA is the world's leading advocate for communications professionals.

American Communication Association (ACA)

americancomm.org

As an ACA member, become part of the ongoing conversation that makes this organization what it truly is — a virtual community of people concerned about communication.

Contact

Visit asu.joinhandshake.com/appointments to schedule an appointment with your career coach.

¹ National Association of Colleges and Employers Salary Survey