Marketing

The W. P. Carey business degree in marketing prepares students to steer organizations in the right direction, with fundamental marketing knowledge and skills in market analysis, decision-making, and communication. Students can even expand their horizons — and their opportunities — with a concentration in professional sales or digital and integrated marketing communications. When students graduate, they’ll be ready to thrive in their career and industry of choice.

The goals of the marketing program include preparing students for entry-level positions in marketing, providing the capabilities necessary to advance to higher-level marketing positions, and developing leadership skills critical for success in business and nonprofit organizations. The average starting salaries range from $41,945 to $64,009.1

Meet the demand

Advertising, marketing, promotions, public relations, and sales manager jobs are highly coveted and will be sought after by other managers or highly experienced professionals, resulting in keen competition. College graduates with related experience, a high level of creativity, and strong communication skills will have the best job opportunities.2

Employment of marketing managers, as well as advertising and promotions managers, is expected to grow eight percent (faster than average) from 2018 to 20282

Employment of market research analysts is expected to grow 20 percent (much faster than average) from 2018 to 20282

Employment of public relations specialists is expected to grow six percent (about average) from 2018 to 20282

As the economy grows, organizations will look to their sales strategy as a way to increase competitiveness.2

Pursue diverse career opportunities

• Account representative
• Advertising executive
• Brand manager
• Chief marketing officer
• District sales manager
• Event planner

• International marketer
• Internet marketing specialist
• Market representative
• Market research analyst
• Marketing communications manager
• Media buyer

• Merchandising manager
• Online promotions manager
• Product manager
• Public relations specialist
• Purchasing agent and manager
• Search optimization specialist

Map your future in marketing

Inside/outside sales representative

Fully understand and competently discuss the products offered by the company. Develop prospective client lists, meet with current prospective clients to describe the company’s products, and follow up accordingly.

Market research analyst

Provide information to identify and define marketing opportunities. Generate, refine, and evaluate marketing actions and monitor marketing performance.

Public relations specialist

Serve as an advocate for businesses and other organizations. May assist company executives in drafting speeches, arranging interviews, overseeing company archives, responding to information requests, and handling special events.

Wholesale and retail buyer, merchandise manager

Working for wholesalers and retail businesses, purchase products for resale. Find the best merchandise at the lowest price. Influence distribution and marketing of merchandise. Must understand and anticipate buying patterns.

W. P. Carey Career Management and Employer Engagement
480-965-4154
students.wpcarey.asu.edu/career

ASU W. P. Carey School of Business
Arizona State University
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.

Honors Marketing Advisory Board
Marketing students enrolled in Barrett, The Honors College can join to interact with fellow honors marketing students, as well as executives in an informal environment. For more information, contact Dr. Amy Ostrom by email at amy.ostrom@asu.edu.

American Marketing Association (AMA)
amasusu.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.

Entertainment Business Association
facebook.com/EntertainmentBusinessAssociation
This organization provides students with educational, social, and networking opportunities in the entertainment business to promote professional and personal growth. It brings in guest speakers from Arizona and nationwide to offer insight into areas such as content creation, film networking, and event planning for music festivals. Membership is open to all ASU students.

Sports Business Association (SBA)
sbaatasu.org
SBA delivers unprecedented educational and professional opportunities for ASU students interested in the sports industry, providing members with industry connections, leadership development, and applications of social responsibility.

SPARK, ASU Professional Sales Club
asuprosales.com/spark
SPARK provides targeted professional development experiences and networking opportunities. It focuses on teaching, leading, and inspiring students to a future in professional selling.

AdWorks
AdWorksasu.com
AdWorks is an organization that seeks to engage and teach students how to professionally create an advertisement for different companies throughout the country. Its members will be responsible for utilizing advertising and marketing techniques, which they will learn in this organization, as well as engage with different agencies and companies on a professional level.

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

1 National Association of Colleges and Employers Salary Survey
2 U.S. Bureau of Labor Statistics

Sales Scholars
asuprosales.com
Sales Scholars is an exclusive program that offers undergraduate students interested in professional sales a unique opportunity to connect with the professional sales community. To be selected, students must be pursuing or planning to pursue a sales curriculum (concentration or certificate) with a passion for professional sales, demonstrate campus involvement, show evidence of strong leadership skills, and demonstrate exemplary academic performance. Only 15 students are accepted each year!