Chinese language and culture

Learn Mandarin Chinese through the W. P. Carey business degree in Chinese language and culture. Participate in ASU’s Chinese Language Flagship program — part of a national initiative to reinvent the way U.S. college students learn languages, with 27 programs at 22 colleges and universities nationwide. As China becomes an increasingly important participant in the global economy and as the manufacturing and financial sectors become more globalized, the need for business professionals skilled in communicating in the Chinese language is growing.

Pursue diverse career opportunities

- Bilingual financial associate
- Bilingual insurance associate
- Bilingual investment consultant
- Business intelligence analyst
- Community engagement coordinator
- E-commerce business associate
- International marketing coordinator
- Logistics analyst
- Mandarin interpreter
- Mandarin translator
- Marketing coordinator
- Merchandising coordinator
- Research analyst

Map your future in Chinese language and culture

Business intelligence analyst

Able to distinguish between critical, important, and nonessential information. Provide insightful briefings for senior business executives. Research and inform overseas clients of the most current business practices including news, financial analyst reports, market research, and business opportunities. Collaborate with associates across the country and around the world.

International marketing coordinator

Coordinate with Asia offices to identify materials for promotional outreach and draft press releases on region-specific news of interest to the media. Assist in preparing responses to RFPs, PowerPoint presentations, and business development pitches. Work with the marketing team to develop and execute marketing events such as seminars, sponsorships, and hosted receptions in target markets. Evaluate and coordinate logistics of organization memberships and sponsorships in target markets.

Merchandising coordinator

Work alongside senior merchandisers, Chinese merchandising teams, and various other teams within companies to plan and execute merchandising strategies. Alongside staff, carry out merchandising functions such as sourcing and launching products. Take action based on sales data and maintain supply chain with other departments.

Mandarin interpreter, Mandarin translator

Interpret and translate to and from the Chinese and English languages as needed to support organization activities and project execution. Access various levels of Chinese business entities and government agencies. Conduct cultural and technical research as required by the project team.
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.

**Asian Business Leaders Association (ABLA)**
asuabla.wordpress.com

ABLA serves the needs of career-oriented students through academic support, leadership opportunities, and social environments where members can interact with campus and community leaders. The main emphasis of this organization is to educate members about various Asian cultures in the business setting.

**Chinese Students and Scholars Association (CSSA)**
asucessa.org

The Chinese Students and Scholars Association (CSSA) promotes social, intellectual, and cultural activities for Chinese students and scholars at Arizona State University, as well as other interested members in the ASU community.

**Ascend**
ascendasu.com

Ascend is the largest nonprofit Pan-Asian organization for business professionals in North America. In this organization, business partners and the community leverage the leadership and global business potential. Membership is open to individuals of all ethnic and professional backgrounds, ages, and geographic locations.

**Asian Corporate & Entrepreneur Leaders Collegiate Chapter at ASU (ACEL)**
facebook.com/ACELASU

ACEL-ASU allows a safe and professional setting for all individuals to develop skills in order to pursue higher levels in the careers of executive roles in society. Workshops will be led by professionals from the ACEL professional chapter providing connections and networking, increasing members’ personal confidence, and expanding opportunities for future careers.

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**Contact**

Visit [asu.joinhandshake.com/appointments](asu.joinhandshake.com/appointments) to schedule an appointment with your career coach.

1 National Association of Colleges and Employers Salary Survey