The W. P. Carey business degree in communication offers a complementary blend of business savvy and communication techniques for students interested in perfecting their skills in the business world. The ability to communicate is particularly important 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.

Pursue diverse career opportunities

- 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
- Executive director
- Marketing communication manager
- Marketing communications specialist
- Marketing manager
- Public relations coordinator
- Visual merchandising and communication specialist

- Web marketing and communication specialist

Map your future in business communication

**Business communication consultant, sales**
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 communications 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.

**Communication 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.

**Assistant media relations director**
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.

**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.

**Public relations specialist**
Write and place news releases and firm announcements to increase external marketing. Develop targeted media lists and field media inquiries. Proactively seek out recognition opportunities (e.g., awards). Write nominations, leverage rankings, and track outreach activities and results.

W. P. Carey Career Services
480-965-4154
students.wpcarey.asu.edu/career

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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)**
facebook.com/asuBSC

Your 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.

**Business Communication Students Association (BCSA)**
asubcsa.org

The BCSA is committed to providing insight about the W. P. Carey business degree in communications, as well as how great communication skills can benefit any future career. BCSA focuses primarily on the industries of sales, event planning, public relations and marketing, human resources, and business development.

**Contact**

Visit wpcarey.asu.edu/sos to schedule an appointment with your advisor or career coach.

**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, you become part of the ongoing conversation that makes this organization what it truly is – a virtual community of people concerned about communication.