As the world becomes increasingly globalized and all regions of the planet share a common economy, the need for business professionals skilled in communicating in different languages is growing. The W. P. Carey business degree in language and culture prepares students to meet this demand, with the skills and understanding needed to succeed in the world.

This degree gives students the chance to participate in ASU’s 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.

Whether choosing to complete the capstone abroad and receive the Flagship designation, or complete the capstone here at the W. P. Carey School of Business, students will attain proficiency in a language and develop global perspective to complement and add value to their business degree.

Pursue diverse career opportunities

- Bilingual community research associate
- Bilingual e-commerce business associate
- Bilingual financial associate
- Bilingual human resources specialist
- Bilingual insurance associate
- Bilingual investment consultant
- Business development specialist
- Business intelligence analyst
- Community engagement coordinator
- Global event marketing project manager
- International marketing coordinator
- Logistics analyst
- Marketing project manager
- Media and talent relations coordinator
- Region-specialized 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 international 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.

**Region specialized research analyst**

Research macroeconomics, microeconomics, geopolitical, and cultural fundamentals and trends as they affect the business environment in different parts of the world. Keep updated on complex economic and political initiatives such as new legislation, policies, and evolving regulatory issues in the region. Provide macroeconomic data for past years, present year, and forecast regarding specific language speaking countries in order to help companies better understand and develop business strategies.

**Merchandising coordinator**

Work closely with senior merchandisers specialized in different markets of the world and various other teams within the company to plan and execute merchandising strategies. Alongside senior staff, carry out performance merchandising functions such as sourcing and launching new products, analyzing and taking action based on sales data, and maintaining supply chain with other departments.
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.

W. P. Carey Business Ambassadors
facebook.com/W-P-Carey-Business-Ambassadors-227878330591847

Business Ambassadors are student leaders of the W. P. Carey School of Business who represent the school at events and programs on and off campus in a professional manner and build positive relationships with students, parents, faculty, and the community. Additionally, Business Ambassadors are involved in the recruitment process of top students to the W. P. Carey School through collaboration with the Undergraduate Admissions Office.

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 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.

Contact

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