The W. P. Carey marketing degree involves analysis of how businesses plan, organize, administer, and control their resources to achieve marketing objectives. Focus is placed on market forces, growth and the survival of firms in competitive markets, and firm marketing strategies and tactics.

**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 9 percent (faster than average) from 2014 to 2024\(^2\)
- Employment of market research analysts is expected to grow 19 percent (much faster than average) from 2014 to 2024\(^2\)
- Growing use of social media is expected to increase employment of public relations specialists 6 percent through 2024\(^2\)
- 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 communication manager
- Media buyer
- Merchandising manager
- Online promotions manager
- Product manager
- Public relations specialist
- Purchasing agents and managers
- Search optimization specialist

**Map your future in marketing**

**Sales representative**
Must fully understand and competently discuss the products offered by the company. Develop prospective client lists, meet with current and prospective clients to describe the firm’s products, and follow up.

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

**Public relations manager**
Conduct publicity programs and supervise the specialists who implement them.

**Public relations specialist**
Serve as advocates 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 best merchandise at lowest price. Influence distribution and marketing of merchandise. Must understand and anticipate buying patterns.
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 to provide you with practical, real-world experiences to complement your classroom studies.

Honors Marketing Advisory Board

Marketing students who are also 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.

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.

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. 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)
sbaatssu.com

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.

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