Spanish language and culture

Delivering specialized business language skills and training, the W. P. Carey business degree in Spanish language and culture gives students a unique edge in the job market. All of that, plus the cultural expertise to speak the language of business in markets worldwide. Students graduate ready to capitalize on demand for Spanish-speaking business professionals in a range of industries including hospitality and tourism, consulting, banking and finance, international trade, sports management and media, and more.

Pursue diverse career opportunities

- Bilingual e-commerce business associate
- Bilingual community research associate
- Bilingual financial associate
- Bilingual insurance associate
- Bilingual investment consultant
- Bilingual human resources specialist
- Business development specialist
- Business intelligence analyst

- Community engagement coordinator
- Global event marketing project manager
- Logistics analyst
- International marketing coordinator
- Marketing project manager
- Media and talent relations coordinator
- Region specialized research analyst

Map your future in Spanish 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.

**Media and talent relations coordinator**

Develop and write media and talent materials including pitch letters, company news announcements, media alerts for office events, and internal communications. Organize and provide onsite support with events, network shoots, schedules, media metrics, reports, budgets, databases, and archives.

**Global event marketing project manager**

Manage overall entertainment and ticketing services across a defined region. Provide event planning support and coordination. Work with contacts in assigned region to meet specific client needs. Collaborate with headquarters team to ensure assigned region is in compliance with global policies and procedures, as well as provide ongoing training and guidance to local managers in each country.

**Region specialized research analyst**

Research macroeconomic, microeconomic, geopolitical, and cultural fundamentals and trends as they affect the business environment in Latin America. 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 forecasts regarding Spanish speaking countries in order to help companies better understand and develop business strategies.

**International marketing coordinator**

Coordinate with Latin America and Spain 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.

Average Spanish language salaries will vary greatly due to location, company, industry, experience, and benefits, but are expected to be in the range of $35,000 to $55,000 for W. P. Carey graduates.¹
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.

**Hispanic Business Students Association (HBSA)**

hbsaasu.org

The HBSA has served the community, prepared members to be leaders, promoted diversity, and supported a progressive learning environment for over 40 years.

The goals of this association are to provide students with educational opportunities, career options, and networking opportunities with other students.

**Latin Business Association (LBA)**

lbausa.com

A nonprofit established in 1975, the LBA is one of the most active Latin business trade associations in the nation. It serves as the unifying voice for Latin businesses in advocating for opportunities that set business owners at a higher class of competitiveness.

Committed to the success of its members, partners, and supporters, the LBA provides high-quality events, innovative programs and services, and useful and tangible resources to enhance business growth.

**Association of Latino Professionals (ALPFA)**

alpfaatasu.org

ALPFA at ASU bridges a gap between professional and the scholastic by hosting workshops with professional firms from the Phoenix Metropolitan area. The goal of these workshops is to provide professional perspective to the members, creating networking opportunities for both the firms and students.

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