The W. P. Carey business degree in urban policy prepares students to effectively deal with the wide range of economic and business development issues. Historically, urban planners have had little business background, but function in a system where business success is key to developing high-quality, dynamic urban policy. Graduates of this degree program will be ready to address urban policy issues from a highly qualified business perspective.

As the population in the state’s urban areas continues to grow, so will the demand for leaders who are skilled in new and innovative ways with which to address the challenges such growth generates. Graduates may pursue areas of work such as public administration, sustainability, real estate development, historic preservation, and urban planning.

### Pursue diverse career opportunities

- Director of development
- Director of federal agency relations
- Environmental planning project manager
- Principal urban planner
- Project manager
- Senior urban designer/architect
- Sustainability coordinator
- Urban outreach director

### Map your future in urban policy

#### Principal urban planner

Manage technical production of integrated land use/transportation as well as transit-oriented development. Lead projects and coordinate the efforts of project managers, urban planners, other disciplines, and technical staff on multiple projects. Gain new urban planning work and new business development. Establish strong reputation with major clients and gain knowledge of market opportunities. Coordinate with a group and office leaders regarding marketing budgets, goal setting, staffing, recruiting, and project coordination.

#### Sustainability coordinator

Develop concepts and strategies to enhance sustainability and best practice in environmental management and implement workable plans. Recommend and identify continuous process improvements that are environmentally, economically, and socially responsible solutions to daily business activities that ultimately improve end use and production efficiencies. Perform building and equipment sustainability reviews of project specifications and plans. Reviews include LEED, energy efficiency, and code compliance and application of low and zero carbon energy technologies and systems in buildings. Perform lifecycle, process, environmental footprint, and cost benefits analysis.

Average salaries will vary greatly due to location, company, industry, experience, and benefits, but are expected to range from $30,000 to $50,000 for new W. P. Carey graduates.
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.

American Planning Association (APA)
planning.org

APA is an independent, nonprofit educational organization that provides leadership in the development of vital communities. They measure their success by the successes of their members and the communities they serve.

Contact

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

International Economic Development Council (IEDC)
iedconline.org

The IEDC is a nonprofit membership organization dedicated to helping economic developers do their job more effectively and raising the profile of the profession.

Planners Network
plannersnetwork.org

Planners Network is an association of professionals, activists, academics, and students involved in physical, social, economic, and environmental planning in urban and rural areas, who promote fundamental change in our political and economic systems.

Urban Affairs Association (UAA)
urbanaffairsassociation.org

UAA is the international professional organization for urban scholars, researchers, and public service professionals. UAA supports the development of university education, research, and service programs in urban affairs. They also provide leadership in fostering urban affairs as a professional and academic field.