Technology

W. P. Carey Career Management and Employer Engagement: Business degree fast facts

All types of businesses rely on technology to streamline processes, generate efficiency, and fuel innovation. The W. P. Carey business degree in technology prepares students to support or maintain successful business programs and implement new technologies. Students will graduate with a solid foundation in business and the tech skills necessary to excel in any career or industry imaginable.

Pursue diverse career opportunities

- Account supervisor
- Digital games marketing manager
- Digital media sales representative
- Digital media and promotions specialist
- Digital planner/buyer
- Entrepreneurship program coordinator
- Product manager
- Social entrepreneur

Map your future in technology

Account supervisor

Provide leadership for the account team, effective execution of digital campaigns, and strategic counsel to clients. Develop social and digital strategies including driving the research direction and insights for the development of digital campaigns based on an advanced understanding of the digital, social, and gaming markets.

Provide guidance on engagement and participation in evolving digital channels by identifying and evaluating new opportunities as they pertain to the client. Coordinate strategic development and global implementation of campaigns across key markets.

Digital games marketing manager

Build and maintain strong, effective marketing relationships with the business and marketing teams. Create and manage cross-promotional marketing campaigns (internal and external) for all first-party services, in store, on service, and at retail locations. Maintain strong detailed knowledge of major content partner offerings.

Structure programming recommendations and implement effective marketing campaigns around such offerings. Track weekly sales and consumer satisfaction to improve marketing efforts and meet consumer needs. Run ROI analysis around all campaigns while recommending improvements and necessary changes.

Digital media sales representative

Generate awareness of and interest in the company’s products and services with a consultative sales approach. Ensure a superior customer experience with the company by addressing customer questions or concerns. Leverage internet tools to complete research on companies.

Maintain current knowledge of market activities including competitive products, pricing and policies, new technology, product specifications, and possible new products. Help develop teaming strategy to drive sales and improve the customer experience. Follow agreed upon touch plan and coverage approach.

Social entrepreneur

Network and liaise with other community organizations, nonprofits, and businesses to maximize synergistic relationships and complement existing resources. Identify and pursue all funding opportunities made possible by local business and other likeminded groups. Hold discussions with organizations and companies to create synergistic relationships. Develop short- and long-term business plans for innovative income-generating ideas.

This degree prepares students to launch a business or secure leadership positions within startups, corporations, and nonprofits. Average starting salaries will vary greatly due to location, company, industry, experience, and benefits, but are expected to be in the range of $40,000 to $60,000 for W. P. Carey graduates.¹

¹ Average starting salaries based on data from the Bureau of Labor Statistics and Glassdoor.
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 Center for Entrepreneurship
entrepreneurship.asu.edu

ASU is an entrepreneurial institution, with dedicated resources and programs for students with a venture-oriented mindset. With the W. P. Carey Center for Entrepreneurship, students will be connected to a range of opportunities designed to help launch a startup company and benefit the world through innovation.

- Collaborative workspaces and courses engaging students across the university
- Accelerator programs like the Edson Student Entrepreneurship Initiative (entrepreneurship.asu.edu)
- Meaningful innovation experiences through Changemaker Central (changemaker.asu.edu)
- Structured workshops, seminars, and competitions for seed funding
- Internships and applied projects with leading entrepreneurs

Enactus at ASU
enactus.org

Enactus at ASU is a community of student, academic, and business leaders that is committed to using the power of entrepreneurial action to transform lives and shape a better and more sustainable world.

AIGA Poly
arizona.aiga.org

AIGA Poly is ASU’s student chapter of the AIGA professional association for design and is for students interested in design and technology, graphic design, web design and development, animation, gaming, photo, video, and print and digital publishing. AIGA Poly is open to students from every ASU campus, as well as those learning 100% online.

Contact

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

1 National Association of Colleges and Employers Salary Survey