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 community research assistant
- Business development specialist
- Consultant
- Global event marketing project manager
- Junior analyst
- International marketing associate
- Latin America events associate
- Media and talent relations coordinator
- Research analyst

**Map your future in Spanish language and culture**

**Latin America events associate**

Execute an event plan within budget for assigned region. Assume responsibility for budget creation and post-event reporting. Understand target audience and assist with developing an event strategy that supports business and revenue goals. Define protocol to consistently deliver the ideal experience at all events and client visits, ensuring brand consistency.

**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 at events, network shoots, schedules, media metrics, reports, budget, database, and archives.

**Global event marketing project manager**

Manage overall entertainment and ticketing services across 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.

**Research analyst**

Research macroeconomic, microeconomic, geopolitical, and cultural fundamentals and trends as they impact the business environment in Latin American and South America. Keep updated on complex economic and political initiatives such as new legislation, policies, and evolving regulatory issues in Latin America. Provide macroeconomic data for past years, present years, and forecasts regarding countries in South America as needed.
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

For over 40 years, the Hispanic Business Students Association has prepared members to be future leaders, served the community, promoted diversity, and supported a progressive learning environment. The goals of the association are to provide students with educational opportunities, career options, and association with students who have different goals but mutual interests.

Contact

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

Latin Business Association (LBA)  
lbausa.com

A nonprofit established in 1975, the Latin Business Association is one of the most active Latin business trade associations in the nation. The LBA serves as the unifying voice for Latin businesses, 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.