Business communication has exploded as a field. Companies now require even more rapid and considered responses in both ordinary events all the way up to crisis communications. Historically these positions have been staffed with people trained in communication, English, journalism, or other fields who lacked specific business knowledge. Graduates of this program will be better qualified to enter these positions with knowledge that will be immediately useful to potential employers and should be fundamental for generating an individual’s career progress.

The Bachelor of Arts in Business with a Concentration in Communication at the W. P. Carey School of Business offers a complementary blend of business savvy and communication techniques for students interested in perfecting their skills in the business world. One’s ability to communicate is particularly important in business endeavors. This degree focuses on teaching students how to convey information in a clear, concise manner. There are a variety of career opportunities for graduates, where the average starting salaries can range from $30,000 – $50,000.

**Job Titles and Careers for Communication Majors**

- Public Relations/Media Relations
- Marketing Manager
- Communications and Public Relations Coordinator
- Communications/Outside Sales
- Business Communications Consultant-Sales
- Visual Merchandising and Communication
- Corporate Communications
- Information Technology
- Web Marketing and Communication Specialist
- Director of Communications
- Executive Director
- Marketing Communication Specialist
- Insurance
- Public Affairs
- Marketing Communication Manager
- Customer Service and Business Development Representative
- Communications Manager
- Business Internal Communications Consultant
- Public Relations Coordinator
- Business Communication Consultant – Sales
- Manage all aspects of the sales process within a target market.
- Work with customers by developing sales plans, understanding the consumer’s needs, establishing a relationship with the customer, designing solutions, and presenting proposals and closing sales.
- Attain assigned sales commitment including: protection of revenue sold, generation of new revenue, and ensuring customer satisfaction.
- Advocate for customer needs in order to develop new sales opportunities.
- Completely understand and communicate competitor strategies, strengths, and vulnerabilities to meet sales objectives.

**Marketing Communications Manager**

- Coordinate the strategic planning and development of internal and external marketing communications programs.
- Integrate service and product marketing initiatives to improve the promotion of a company.
- Establish a working network of relationships across the organization to gain continual insight and feedback to better company functions.
- Interact with vendors to produce promotional materials.

**Communication Specialist**

- Support the development of strategic internal communication plans that advance staff knowledge of company functions.
- Research, analyze, and prepare strategic communications regarding market and industry information.
- Identify and collect information for use in strategic planning and projects.
- Review industry media for articles, research, and persons of interest, and extract relevant information to advance your organization.
Assistant Media Relations Director

- Assist in all publicity aspects serving as a media liaison.
- Write and edit various department communication materials, including media guides, publications, press releases, and promotion specific content for company website.
- Supervise and coordinate media operations and staff.
- Field and direct responses to interview requests from local and national media.

Consultant, Communications

- Create content with consistent messaging within company guidelines.
- Ensure accuracy of content for print materials, training materials, and internal and external communications.
- Ability to manage and prioritize projects, manage relationships, and function independently or in a team environment.
- Coordinate and lead marketing projects.

Public Relations Specialist

- Write and place news releases and firm announcements to increase external marketing
- Develop targeted media lists and field media inquiries.
- Proactively seek out recognition opportunities (awards, directories, etc.).
- Write nominations, leverage rankings, and track outreach activities and results.

Student Organizations

Business School Council
facebook.com/asuBSC?fref=ts

The mission of the Business School Council of Arizona State University is to offer students an opportunity to become involved in the W. P. Carey School of Business; inform students about matters regarding the School of Business; represent business students to Associated Students of Arizona State University; increase faculty-student relations within the School of Business; recognize outstanding student, organization, and faculty achievements; and to offer students an opportunity to learn, grow, and develop leadership and professional skills.

American Marketing Association (AMA)
facebook.com/AMAatASU

The AMA provides members with opportunities to develop the skills needed to excel in the field of marketing and communications through professional and network development. The goal of the American Marketing Association at ASU is to serve our members and the University by strengthening our ties with the corporate business world, the academic community, the School of Business, alumni, and the American Marketing Association professional chapter.

Business Communication Student Association (BCSA)
facebook.com/BCSAatASU

The Business Communication Student Student Association (BCSA) at Arizona State University is a student-led organization whose mission is to provide students from various education backgrounds with the skills, knowledge, and connections needed to develop their professional careers. BCSA helps students target their interests and gives them the opportunity to connect with professionals from specific fields. These networking opportunities encourage students to become familiar with the business world, as well as gain contacts for future internship and full-time positions.

Professional Organizations and Publications

International Association of Business Communicators (IABC) labcpchpoenix.com

Founded in 1970, IABC provides a professional network of more than 15,000 business communication professionals in over 70 countries.

Public Relations Society of America (PRSA)
prsa.org

PRSA serves a diverse community of professionals, empowering them to excel in effective, ethical, and respectful communications on behalf of the organizations they represent and the constituencies they serve. PRSA is the world’s leading advocate for communications professionals.

American Communication Association (ACA)
americancomm.org

The ACA is a not-for-profit virtual professional association with communication scholars and practitioners. Membership in the ACA is free by simply subscribing to the Yahoo Americancomm discussion group. As a member of ACA, you become part of the ongoing conversation that makes this organization what it truly is – a virtual community of people concerned about communication.

The American Communication Journal is another benefit of being a member. It is the premier online scholarly refereed journal dedicated to the study of communication.

Phoenix Business Journal
bizjournal.com/phoenix

Complete and comprehensive local business coverage for Phoenix business communication and market trends.

Who can you talk to?

Tempe Campus
480-965-4154

West Campus
602-543-2834

Polytechnic Campus
480-965-4154

To schedule an appointment:
wpcarey.asu.edu/sos