The W. P. Carey Bachelor of Arts in Business with a Concentration in Technology is an innovative interdisciplinary program intended to prepare students for positions in a variety of professions where business and technology play an important role in ensuring success. The program incorporates solid business skills and technology in order to uniquely position students to apply technology in business practices and processes. There are three areas of focus within the technology concentration including social entrepreneurship, gaming, and digital media. Average technology salaries will vary greatly due to location, company, industry, experience, and benefits, but are expected to be in the W. P. Carey graduate range of $30,000 – $50,000.

Job Titles and Careers for Technology Majors

**Gaming**
- Account Supervisor
- Marketing Manager
- Product Manager

These job titles and industries were taken from a search of various global business job postings. The types of positions and career opportunities that graduates will go into will depend on the student’s interests, the courses they take, and other academic and professional experience they have (e.g., internships, study abroad, work, and volunteer experience).

**Digital Media**
- Digital Media Sales Representative
- Digital Media and Promotions Specialist
- Digital Planner/Buyer

**Social Entrepreneurship**
- Social Entrepreneur
- Entrepreneurship Program Coordinator

**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.

**Digital Games Marketing Manager**

- Build and maintain strong effective marketing relationships with business and marketing teams.
- Create and manage cross promotional marketing campaigns (internal and external) for all 1st 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.

- Continuously track weekly sales and consumer satisfaction to improve marketing efforts to meet consumer needs.
- Run return on investment (ROI) analysis around all campaigns, recommending improvements/changes to processes, campaigns, and strategy.

- Provide guidance on engagement and participation in evolving digital channels, identifying and evaluating new opportunities as they pertain to the client.
- Coordinate strategic development and implementation of campaigns globally, across key markets.
Arizona State University’s Department of Information Systems Club (DISC) is a dynamic social organization comprised of motivated professionals-in-training. DISC members are well versed in both information technology and business. While the University degrees familiarize students with a wide variety of practices and concepts, the club puts them into action. Career development, leadership, collaboration, and community involvement are DISC members’ priorities. They network with leading firms and professionals from a wide range of industries, gaining valuable insights and exposure to the inner workings of their trade.

The club’s main goal is to expose its members to the latest technology and industry trends before graduation. We accomplished this by having frequent industry speakers, developing a mentoring/shadow program, awarding scholarships for students to attend conferences, and working closely with faculty to see that our members have the necessary skills to succeed after graduation. Graphic Information Technology (GIT) integrates diverse applications of digital imagery and information as used in industry, commerce, education, and the government. The emphasis is on graphic information and how it is planned, executed, reproduced, evaluated, and disseminated, as well as technologies necessary for successful implementation. Students develop a creative, technological, and managerial understanding of this important communication medium.

Entrepreneurs@ASU is ASU’s chapter of the Collegiate Entrepreneurs Organization and is a transdisciplinary student club open to students from all majors who are interested in entrepreneurial ventures. The club’s goal is to bring together students, faculty, and community leaders who are interested in entrepreneurship and encourage opportunity through networking and the exchange of ideas.

Who can you talk to?

**Tempe Campus**
480-965-4154

**Polytechnic Campus**
480-965-4154

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

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**Student Organizations**

**Department of Information Systems Club (DISC)**
asudisc.org

**Graphic Information Technology Club (GIT)**
facebook.com/asugitclub

**Entrepreneurs@ASU**
facebook.com/EntrepreneursASU

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**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 (e.g., Hoovers, Google, LinkedIn, and Twitter).
- 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.

**Digital Planner/Buyer**
- Assist with development of media strategy and recommendations.
- Maintain invoices by ensuring receipt and prompt payment through approval process.
- Prepare flowcharts, run reach/frequencies and balance budgets for media plan using Excel, PowerPoint and planning specific software (e.g., ComScore, Nielsen, etc.).
- Meet with sales reps to analyze value and applicability of media vehicles/tactics for client media plan.
- Identify opportunities to assist in developing processes to streamline execution of digital media product.

**Social Entrepreneur**
- Network and liaison 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 like minded groups.
- Hold discussions with organizations and companies to create synergistic relationships.
- Develop short- and long-term business plans for innovative income generating ideas.

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1 Indeed.com