Individuals graduating with a Bachelor of Arts in Business with a Concentration in Urban Policy will be well equipped to 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 a key ingredient in high-quality, dynamic urban policy. Graduates of this degree program will be prepared to address urban policy issues from a highly qualified business perspective.

The Urban Policy concentration at the W. P. Carey School of Business offers students interested in the urban environment the opportunity to explore the wide variety of issues that influence the quality of life in urban communities. 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 from the Urban Policy program work in public, private, and not-for-profit fields dedicated to improving urban life. They may pursue areas of work such as public administration, sustainability, real estate development, historic preservation, and urban planning. Average urban planning/policy 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.

According to the U.S. Bureau of Labor Statistics, employment of urban and regional planners is expected to grow 15% in the next 7 years.

Areas of Study and Career Opportunities

- Principal Urban Planner
- Sustainability Coordinator
- Director of Development
- Director of Federal Agency Relations
- Project Manager
- Environmental Planning Project Manager
- Senior Urban Designer/Architect
- Director of Planning
- Urban Outreach Director
- 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.
- 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 life cycle and cost benefits analysis. Perform footprint analysis, environmental footprint analysis, process.

Principal Urban Planner

- 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 day-to-day business activities that ultimately improve end use and production efficiencies.

Sustainability Coordinator
Who can you talk to?

Tempe Campus
480-965-4154

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

Student Organizations

Business School Council
www.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, to inform students about matters regarding the School of Business, to represent business students to Associated Students of Arizona State University, to increase faculty-student relations within the School of Business, to recognize outstanding student, organization, and faculty achievements, and to offer students an opportunity to learn, grow and develop leadership and professional skills.

Professional Organizations

American Planning Association
www.planning.org

APA is an independent, not-for-profit 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.

Planners Network:
The Organization of Progressive Planning
www.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
www.urbanaffairsassociation.org

The Urban Affairs Association (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.

International Economic Development Council
www.iedconline.org

The International Economic Development Council (IEDC) is a non-profit membership organization dedicated to helping economic developers do their job more effectively and raising the profile of the profession.