

**W.P. CAREY SCHOOL OF BUSINESS
MBA RECRUITMENT VIDEO
“AN EDUCATION FOR A LIFETIME”**

Visual

- 1. ANIMATED OPENING OF W.P. CAREY SCHOOL OF BUSINESS LOGO**

**FADE IN TEXT:
AN EDUCATION FOR A
LIFETIME**

Audio

FADE IN MUSIC

V/O NARRATION:

The W.P. Carey MBA at Arizona State University: Innovation, inspiration and leadership for tomorrow...

An education for a lifetime.

Visual

- 2. TRANSITION TO EXTERIOR OF WPC SCHOOL OF BUSINESS AS STUDENTS STREAM INTO THE BUILDING**

- 3. TRANSITION TO STUDENTS ENTERING CLASSROOMS**

- 4. TRANSITION TO GRADUATION CEREMONIES**

Audio

V/O NARRATION:

Educators and students at Arizona State University’s W.P. Carey School of Business are partners in a lifelong learning relationship. Through state-of-the-art education, a world-class faculty and cutting-edge research, the school prepares students for leadership roles in the global economy.

V/O NARRATION:

One of the largest and fastest growing business schools in the United States, The W.P. Carey School of Business has more than 190 faculty members and 1,400 MBA students.

Its 60,000 alumni have made a significant impact – developing, strengthening and guiding businesses across the nation and around the globe.

Visual

**5. TRANSITION TO EDWARD
PRESCOTT AND ROBERT
CIALDINI TEACHING CLASSES.**

**6. TRANSITION TO AE
ANIMATION WITH TEXT
OVERLAY**

FADE IN TEXT:

**L. William Seidman Research
Institute**

**7. TRANSITION TO MONTAGE OF
CLASSROOM SCENES FROM
SUPPLY CHAIN MANAGEMENT,
INFORMATION SYSTEMS,
PRODUCTION/OPERATIONS AND
ACCOUNTING PROGRAMS.**

**AE VISUAL WITH STATS KEYED
OVER**

**AE VISUAL WITH STATS KEYED
OVER**

**8. TRANSITION TO TEACHER
INTERACTING ONE-ON-ONE
WITH STUDENT**

**9. TRANSITION TO STUDENT
GREEN SCREEN KEY OVER AE
VISUALS**

FADE IN TEXT:

Student #1 Name

Master of Business

Administration Student

Audio

With a growing reputation for fostering innovation in education and inspiring excellence throughout the business world, the school has attracted a preeminent faculty, including Edward Prescott, the 2004 Nobel Prize winner in economics; and Robert Cialdini, a respected expert in the fields of persuasion, compliance and negotiation.

Anchored by the six research centers of the L. William Seidman Research Institute, W.P. Carey ranks in the top 10 percent of all U.S. business schools for quality of faculty research.

Through an ongoing focus on faculty development, program growth and student success, it's rapidly gaining recognition as one of the most respected business schools in the nation.

The Supply Chain Management specialization ranks as one of the top five programs of its kind in the nation.

Three other graduate specializations – Information Systems, Production/Operations and Accounting – hold top 25 rankings.

The goal at the W.P. Carey School of Business is to go beyond providing a world-class education to deliver a life-changing experience.

Students are being prepared not just to take the next step forward in their careers and their lives, but to do it successfully.

STUDENT #1:

Everything at the W.P. Carey School of Business is geared toward student success. You don't just get an education – you acquire knowledge and tools to help you excel throughout your career and your life.

10. AE SEGMENT TRANSITION**AE VISUAL WITH STATS
KEYED OVER****11. TRANSITION TO MONTAGE OF
FIRST-YEAR STUDENTS IN
CLASSROOMS****12. TRANSITION TO MONTAGE OF
SECOND-YEAR STUDENTS IN
CLASSROOMS, STUDY
GROUPS, ETC.****13. TRANSITION TO MONTAGE OF
STUDENT ACTIVITY ON ASU
CAMPUS****14. TRANSITION TO MONTAGE OF
DOWNTOWN TEMPE****V/O NARRATION:**

The W.P. Carey full-time MBA program is considered the best business program in the fastest growing part of the United States. A supportive, team-based learning environment emphasizes student development. As an MBA student, you'll be immersed in a collaborative student culture that reinforces knowledge with real-world skills and promotes individual development through teamwork and mutual success.

The first year of the full-time program includes a series of core courses as well as opportunities for electives, and is scheduled in a lock-step format with a synchronized class schedule that helps you build skills and knowledge logically while reinforcing the cooperative learning experience.

The emphasis is on key business disciplines. You'll build skills in these disciplines as you learn how they relate to one another and explore strategies for building innovative solutions for companies.

During the second year, specializations allow you to focus your studies on the career track of your choice. You'll continue to master essential business skills while tailoring your education to meet your personal career goals.

The Arizona State University campus in Tempe, Arizona, provides a unique setting for experiencing a rich, active student life. A wide variety of student organizations offer opportunities to build personal and professional networks throughout the academic year.

Adjacent to campus you'll find the many popular shops and restaurants – and lively nightlife – of Mill Avenue.

Visual

15. TRANSITION TO PHOENIX CHAMBER OF COMMERCE B-ROLL

16. TRANSITION TO B-ROLL OF DOWNTOWN PHOENIX BUSINESS DISTRICT AND CORPORATE HEADQUARTERS WITH SIGNAGE

17. TRANSITION TO B-ROLL OF MULTI-CULTURAL AND WOMEN BUSINESS LEADERS

18. TRANSITION TO STUDENT GREEN SCREEN KEY OVER AE VISUALS FADE IN TEXT: Student #2 Name Master of Science, Innovation and Venture Development Student

19. AE SEGMENT TRANSITION TRANSITION TO VIDEO OF W.P. CAREY BUILDING AT NIGHT FADE IN TEXT: W.P. Carey MBA – Evening Program

Audio

Year-round opportunities for entertainment and recreation are infinite in the greater Phoenix metropolitan area, which enjoys an average temperature of 74 degrees and more than 300 sun-filled days a year. Leisure time pursuits include everything from museums and the performing arts to professional sports and abundant outdoor recreation.

The metro area also provides students with access to a wide range of companies in high-tech, aerospace, financial services, manufacturing, telecommunications, transportation and tourism-related industries. The greater Phoenix area is a \$50 billion marketplace where major corporations such as Intel, Avnet, Motorola, AlliedSignal, Honeywell, US Airways and Boeing have based their corporate and regional headquarters.

The state of Arizona is fertile ground for business. Fortune 500 businesses as well as startup companies enjoy the benefits of a competitive business climate and tax structure; a skilled, knowledge-based workforce; and vast cultural and scenic resources. There are unlimited opportunities for minority business owners – and nearly one-third of the state's businesses are owned by women.

STUDENT #2:

The W.P. Carey MBA provides outstanding options that allow you to select the program that fits your schedule and your life.

V/O NARRATION:

The W.P. Carey MBA - Evening Program enables working professionals to earn an MBA while balancing employment and family life. U.S.News & World Report has ranked the evening program one of the top 15 part-time MBA programs in the United States.

20. TRANSITION TO MONTAGE OF STUDENTS IN STUDY GROUPS, INSTRUCTORS TEACHING CLASSES AT VARIOUS LOCATIONS AND STUDENT SERVICES STAFF ASSISTING STUDENTS

**21. TRANSITION TO TEMPE CAMPUS AT NIGHT
AE VISUAL WITH STATS KEYED OVER
FADE IN TEXT:
W.P. Carey MBA – Evening Program**

**22. AE SEGMENT TRANSITION
FADE IN TEXT:
Online MBA Program**

**23. TRANSITION TO STUDENT TAKING ONLINE COURSE

AE VISUAL WITH STATS KEYED OVER**

24. TRANSITION TO STUDENT AT COMPUTER INTERACTING WITH CLASSMATES ONSCREEN

The two-year program offers a cooperative learning experience in which a group of students continue through the program together. An internationally distinguished faculty combines academic prowess with practical experience in the global business environment. Evening classes meet twice weekly and are offered at multiple locations across the Phoenix metro area. A dedicated Student Services staff works to minimize job interruption for evening program students by assisting with details such as course registration, books and parking.

An evening accelerated program offered at the Tempe campus makes it possible for a working professional to earn an MBA in just 18 months. The evening accelerated program is also led by an internationally distinguished faculty and supported by a dedicated student services staff.

The W.P. Carey MBA also offers an online program that makes it possible for career professionals to earn an accredited MBA regardless of their location.

The online program provides students with flexibility in schedule and location. Whether you're at home, in your office or on the road, you can take your courses with you.

A two-year online curriculum offers a choice of January or July start dates. The program is AACSB-accredited and you'll earn the same instruction and degree as your on-campus peers.

Although the program is Internet-based, students continuously interact with their peers and W.P. Carey faculty. Your studies begin with a five-day orientation at the Tempe campus, where you'll build face-to-face relationships with your teachers and fellow students. As you continue to work your way through the curriculum online, you'll be part of a virtual classroom, actively engaging with other career professionals and experienced instructors.

Visual

25. AE SEGMENT TRANSITION

FADE IN TEXT:

Technology, Science and Engineering MBA Program

26. TRANSITION TO ASU RESEARCH

**PARK AND IRA A. FULTON
SCHOOL OF ENGINEERING
EXTERIORS WITH SIGNAGE**

27. TRANSITION TO MONTAGE OF TECHNOLOGY, SCIENCE AND ENGINEERING CLASSROOMS

28. TRANSITION TO STUDENT GREEN SCREEN KEY OVER AE VISUALS

FADE IN TEXT:

**Student #3 Name
Master of Accountancy and
Data Analytics Student**

29. AE SEGMENT TRANSITION

FADE IN TEXT:

MBA Executive Program

30. AE VISUAL WITH STATS KEYED OVER

Audio

For professionals in technology-oriented industries, the school offers an MBA in Technology, Science and Engineering.

This two-year, part-time program is delivered at ASU Research Park and taught through a unique partnership with the Ira A. Fulton School of Engineering.

The innovative technology, science and engineering program is rooted in the same business fundamentals as the prestigious full-time program, within a specialized curriculum that addresses the challenges of the high-tech marketplace.

As you earn your degree, you'll broaden your knowledge by networking with classmates with diverse technical experience.

Technology, Science and Engineering students round out their MBA program by completing a customized certification for technical specialties that are critical to the success of global technology enterprises.

STUDENT #3:

Whatever your goals or level of experience may be, there's a W.P. Carey MBA program designed to take your career to the next level.

V/O NARRATION:

The W.P. Carey MBA - Executive Program is designed to provide experienced managers and executives with an opportunity to pursue advanced degrees while maintaining their current positions.

In 2006, Financial Times ranked it the number one executive MBA program in the Mountain West region.

31. TRANSITION TO MONTAGE OF STUDENTS IN EXECUTIVE PROGRAM

32. AE VISUAL

**FADE IN TEXT:
Bi-Weekly Executive Program**

33. TRANSITION TO MONTAGE OF STUDENT SERVICES STAFF ASSISTING STUDENTS

34. AE SEGMENT TRANSITION GRADUATE CAREER MANAGEMENT CENTER

35. GERRY KEIM GREEN SCREEN KEY WITH AE VISUALS KEYED BEHIND

**FADE IN TEXT:
Associate Dean of MBA Programs
W.P. Carey School of Business**

The Executive Program is a highly interactive management program designed and delivered by faculty with extensive experience working with global businesses in a wide range of industries.

Executive students are empowered to bring positive change to their organizations while building far-reaching professional networks that last well beyond the two-year program.

A bi-weekly executive program option is tailored for business executives from the Western United States, featuring the same curriculum and faculty as the weekly executive program.

For both programs, a dedicated Student Services staff will handle all details for you, including registering for courses, purchasing books and obtaining easy-access parking.

As a graduate of any W.P. Carey MBA program, the Graduate Career Management Center is your link to corporate recruiters and companies seeking candidates with leadership potential.

ASSOCIATE DEAN GERRY KEIM:

Being accepted into ASU's prestigious W.P. Carey MBA program means joining an elite group of dynamic leaders who are changing the way the world does business.

It's a sign of the high degree of esteem that our graduates have earned in the business world that 95 percent of the school's full-time MBA graduates accept offers within three months of graduation.

36. TRANSITION TO MONTAGE OF STUDENTS INTERACTING WITH INSTRUCTORS

Combining educational excellence with a commitment to student success and a powerful vision for the future, we're becoming increasingly known as one of the most progressive — and most widely respected — business programs in the United States.

As we continue to innovate, expand and enhance our programs, our mission remains clear. At the W.P. Carey School of Business, we're in the business of building leaders.

37. TRANSITION TO CLOSING AE ANIMATION OF W.P. CAREY SCHOOL OF BUSINESS LOGO, SIMILAR TO OPENING ANIMATION

FADE OUT PROGRAM

FADE OUT MUSIC

