

# 2017 CAREER PROFILE

## MARKETING, COMMUNICATIONS, & MEDIA

(Six months after May graduation)

### CLASS PROFILE

- 163** Number of 2017 May graduates
- 67%** Women
- 19%** ALANA
- 11%** International students

### PLACEMENT

- 96%** Knowledge rate (per NACE standards\*)
- 89%** Employed
  - 7%** Attending graduate school full-time
  - 3%** Seeking employment
  - 1%** Planning to attend graduate school full-time

**\*National Association of Colleges and Employers Knowledge Rate Standards:**  
 The term "knowledge rate" defines the percent of graduates for whom the institution has reasonable and verifiable information concerning the graduates' post-graduation career activities.

### COMPENSATION

Median Salary** ....	<b>\$47,000</b>	Median Bonus ....	<b>\$5,000</b>
Average Salary** ...	<b>\$47,028</b>	Average Bonus ...	<b>\$4,909</b>
n = 87		n = 11	

\*\*Data reflects base salary only (excludes bonuses and additional compensation).

97%

EMPLOYED OR PLANNING TO ATTEND GRADUATE SCHOOL

### PATH TO EMPLOYMENT

Personal Networking	41%	<div style="width: 41%;"></div>
Internship to Full-Time Offer	18%	<div style="width: 18%;"></div>
Other	12%	<div style="width: 12%;"></div>
Campus Recruiting	9%	<div style="width: 9%;"></div>
Career Fair	7%	<div style="width: 7%;"></div>
Bentley Referral	6%	<div style="width: 6%;"></div>
Self-Employed	5%	<div style="width: 5%;"></div>
Family Business	2%	<div style="width: 2%;"></div>

### EMPLOYER SNAPSHOT

AGENCY 451

*BOSE*®



 Digitas

EPSILON®



  
THE TJX COMPANIES, INC.

  
vistaprint®



# BENTLEY UNIVERSITY

# FEATURED POSITIONS ACCEPTED IN 2017 MARKETING, COMMUNICATIONS, & MEDIA



## Full-Time Employer\* ..... Full-Time Position

Acquia ..... Business Development Representative  
 Agency 451 ..... Social Media Content Coordinator  
 Aliste Marketing ..... Marketing Director  
 Black Duck Software ..... Sales and Marketing Operations Data Analyst  
 Bosch Thermotechnology ..... Marketing Assistant  
 Bose ..... Channel Marketing Specialist  
 C Space ..... Associate  
 Campeon Soccer ..... E-commerce  
 Carbon Black ..... Sales Development Representative  
 Chimaera Labs ..... Digital Marketing Analyst  
 Datadog ..... Sales Development Representative  
 Dell ..... Marketing Development Program  
 demandDrive ..... Sales Development Representative  
 Digitas ..... Associate, Marketing Associate Program  
 Epsilon ..... Associate Account Executive  
 GlaxoSmithKline (GSK) ..... HR Leadership Program Associate  
 HubSpot ..... Inbound Sales Coordinator  
 Insight Global ..... Recruiter/Account Manager  
 Isovera ..... Marketing Specialist  
 JAS Recruitment ..... Recruiter/Account Manager  
 JPMorgan Chase & Co. .... Human Resources Analyst  
 Kantar Millward Brown Analytics ..... Analyst  
 LogicManager ..... Marketing Analyst  
 Monotype ..... Business Development Representative  
 My-Take, LLC ..... Insights Analyst  
 NetSuite ..... Business Development Representative  
 New England Charcuterie ..... Marketing Assistant  
 Nouria Energy Corporation ..... Marketing and Operations  
 Nowspeed ..... Digital Marketing Associate  
 Nuance Communications ..... User Interface Designer  
 Panera Bread ..... Social Media Coordinator  
 PTC ..... Inside Sales Representative  
 Rapid7 ..... Business Development Representative  
 Salesforce ..... Sales Development Representative  
 Shooting Touch, Inc. .... Basketball Health Corps Fellow  
 Simmons Covering Service ..... CMO  
 SOOSHAY ..... Founder and CEO  
 Staples ..... Product Specialist  
 State Street ..... Client Operations  
 Synchrony Financial ..... Sales and Relationship Management  
 Tesla ..... Customer Experience Specialist  
 The Castle Group ..... Event Coordinator  
 The Country Club at Chestnut Hill ..... Communications & Tech Administrator  
 TJX Companies ..... Allocation Analyst  
 Toast, Inc. .... Business Development Representative  
 Vistaprint ..... Marketing Specialist  
 Winter Wyman ..... Client Support Specialist

## Intern Employer\* ..... Intern Position

Aegis Renewable Energy ..... Marketing Intern  
 Aetna ..... Marketing Consultant Intern  
 Akamai Technologies ..... Channel Marketing Intern  
 Ameriprise Financial ..... Marketing Assistant  
 Applied Marketing Science ..... Market Research Analyst  
 Barstool Sports ..... Social Media Intern  
 Bay Colony Advisory Group ..... Wealth Management Intern  
 Bose Corporation ..... Wholesale Intern  
 Boston Children's Hospital ..... Marketing Intern  
 Boston Interactive ..... Digital Marketing Intern  
 BostonChefs.com ..... Marketing Intern  
 Brigham and Women's Hospital ..... Research Operations Intern  
 College Fashionista ..... Blogger  
 Connecticut Business Systems ..... Marketing Intern  
 Cuebiq Inc ..... Intern  
 Dassault Systèmes ..... Graphic Design Intern  
 Dell ..... Marketing Intern  
 Eaton Vance ..... eBusiness Intern  
 ELCA ..... Strategic Communications Intern  
 ELLE ..... Fashion Editorial Intern  
 Enterprise Rent-a-Car ..... Manager Trainee Intern  
 Epsilon ..... Digital Client Services Intern  
 Estée Lauder Companies ..... Corporate Marketing Analytics Intern  
 Fluent ..... Data Intern  
 Fuze ..... Content Marketing Intern  
 GE Digital ..... Commercial Leadership Program Intern  
 GYK Antler ..... Digital Media Intern  
 HBO ..... Global Distribution Intern  
 Henkel ..... Consumer Technical Insights Intern  
 Hertz ..... Customer Service Representative  
 Iron Mountain ..... Pricing and Revenue Analytics Intern  
 Kennedy Wilson ..... Intern  
 Liberty Mutual ..... Event Marketing Intern  
 Mastercard ..... Internal Communications Intern  
 Mohegan Holdings LLC ..... Marketing Intern  
 MullenLowe ..... Quality Assurance Intern  
 MS Cure Fund ..... Marketing & Events Coordinator  
 NBCUniversal ..... Digital Marketing Intern - Universal Kids  
 Nordstrom ..... Retail Management Intern  
 PayPal ..... Marketing Intern  
 Pfizer ..... Communications Intern  
 Regeneron Pharmaceuticals ..... Large Scale Manufacturing Intern  
 Rocket Software ..... Product Marketing Intern  
 Sports Innovation Lab ..... Sports Technology Research Analyst Intern  
 Sterilite Corporation ..... Marketing Intern  
 TD Bank ..... Portfolio Analyst Intern  
 TJX Companies ..... Buying Intern  
 Warner Music Group ..... College Representative  
 Zildjian Company ..... Artist Relations and Marketing Intern

\*Some companies on this list hired multiple Bentley students for the same position. Internships were completed in the summer of 2017.