

2019 CAREER PROFILE

MARKETING, COMMUNICATIONS, & MEDIA

(Six months after May graduation)

CLASS PROFILE

- 120** Number of 2019 May graduates
- 68%** Women
- 27%** ALANA
- 7%** International students

PLACEMENT

- 93%** Knowledge rate (per NACE standards*)
- 88%** Employed
 - 6%** Attending graduate school full-time
 - 6%** Seeking employment

***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** ... **\$50,000** Median Bonus ... **\$5,000**
- Average Salary** ... **\$51,246** Average Bonus ... **\$5,938**
- n = 59 n = 8

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

94%

**EMPLOYED
OR PLANNING
TO ATTEND
GRADUATE SCHOOL**

PATH TO EMPLOYMENT

Personal Networking	49%	<div style="width: 49%; background-color: #0072bc; height: 15px;"></div>
Internship to Full-Time Offer	19%	<div style="width: 19%; background-color: #0072bc; height: 15px;"></div>
Campus Recruiting	16%	<div style="width: 16%; background-color: #0072bc; height: 15px;"></div>
Bentley Referral	6%	<div style="width: 6%; background-color: #0072bc; height: 15px;"></div>
Career Fair	6%	<div style="width: 6%; background-color: #0072bc; height: 15px;"></div>
Family Business	4%	<div style="width: 4%; background-color: #0072bc; height: 15px;"></div>

EMPLOYER SNAPSHOT



















BENTLEY UNIVERSITY

FEATURED POSITIONS ACCEPTED IN 2019

MARKETING, COMMUNICATIONS, & MEDIA



Full-Time Employer*	Full-Time Position	Intern Employer*	Intern Position
617 Media Group	Account Executive	Abveris	Business Development
Achievement First	Full-Time Teacher	Acutis Diagnostics	Marketing and Branding Intern
ADK Group	Client Applicant Associate	Adjoint Inc.	Marketing Communications Intern
AlphaSights	Associate	ARD Advertising Miami	Digital Marketing Intern
Amato's Inc.	Content Curator and Merchandising Manager	BAM Communications	Public Relations Intern
American Meteorological Society	Marketing Associate	Barronford Associates	Marketing Operations Intern
Assouline	Press and Events	Blueprint Medicines	Corporate Affairs Intern
Barton Associates Inc.	Recruiter	Buyers Edge Platform	Sales Intern
Carousel Industries	Inside Sales Executive	Clinique YFT	Digital Marketing Intern
Chadwick Martin Bailey	Associate Market Researcher	Compass Packaging	Project Management Intern
CJ Affiliate	Account Coordinator	CyberX	Sales Intern
CJ Affiliate	Account Representative	DraftKings	Growth Marketing Intern
Deloitte	Business Technology Analyst	Duck Creek Technologies	UX Research Intern
Dime Bank	Float Teller	Entegris	Digital Operations Intern
Epsilon	Associate Account Executive	Frasier Enterprises	Marketing Intern
Evolve Vacation Rental	Resolution Specialist	Havas	Global Talent Intern
Granite Telecommunications	Regional Account Manager	Her Campus Media	Integrated Marketing Intern
Granite Telecommunications	Sales Representative	Hill Holliday	Account Management Intern
Hill Holliday	Assistant Account Representative	Home Loan Investment Bank	Marketing Intern
Intel	Sales and Marketing Rotational Program	JH Communications	Communications Intern
Jun Group	Influencer Marketing Coordinator	Karl Mapstone	Branch Manager/Founder
Kantar	Analyst	Lia Cohen	Marketing
Kantar	Market Research Analyst	Live Nation Entertainment	Premium Seat Sales Intern
Macy's	Executive Development Program Trainee	Massachusetts Pirates Professional Arena Football	Marketing Intern
Maverick Landing Community Services	Social Media Coordinator	Morgan Stanley	Wealth Management Intern
MullenLowe	Paid Social Intern	NJ State Golf Assoc.	Marketing, Communications & Social Media Intern
Oracle	Sales	Next Step Communications, LLC.	Healthcare Public Relations Intern
Rapid7	Rotational Program Associate	Nu-Age Managed Services	Marketing Intern
Rockport	Customer Experience Representative	Off Madison Ave.	Accounting, Finance and Operations Intern
RSA Security	Business Development Representative	Partners HealthCare	Communications Intern
RSM	Technology Consultant	Progress Partners	Marketing Intern
Staples	Associate Product Analyst - eCommerce	Rapid7	Sales Operation Intern
Staples	Product Specialist	Reckitt Benckiser	eCommerce Sales Intern
Thomson Habib Denison (THD)	Account Coordinator	Segway, Inc	Sales and Marketing Intern
TJX Companies	Allocation Analyst	Smartbear	Sales Intern
Wayfair	Business Analyst	Stanley Black & Decker	Corporate Marketing Intern
Wayfair	Business Associate in Category Management	State Street	Content Marketing Intern
Yottaa	Marketing Coordinator	Student Universe	Marketing Intern
Zapwater Communications	Junior Publicist	TJX Companies	Buying Intern
ZoomInfo	Sales Development Representative	TJX Companies	Merchandising Intern
		TrainToBeClutch	Social Media Coordinator and Mental Consultant
		Validation Institute	Certification Support Intern
		WAYV	Summer Programming Intern
		Wilson Group Realty	Marketing Intern
		XebiaLabs	Marketing Intern
		Zero VFX	Social Media Marketing Intern

*Some companies on this list hired multiple Bentley students for the same position. Internships were completed in the summers of 2018 and 2019.