

2020 CAREER PROFILE

MARKETING, COMMUNICATIONS, & MEDIA



(Six months after May graduation)

CLASS PROFILE

- 169** Number of 2020 May graduates
- 69%** Women
- 24%** ALANA
- 7%** International students

PLACEMENT

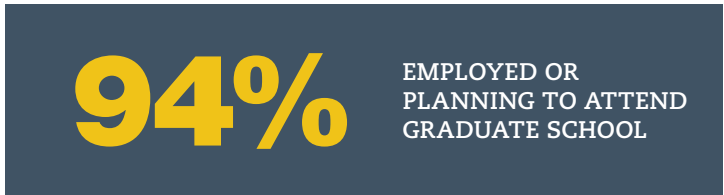
- 87%** Knowledge rate (per NACE standards*)
- 79%** Employed
- 15%** Attending graduate school full-time
- 6%** Seeking employment

***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**	\$51,075	Average Bonus . . .	\$4,727
n = 42		n = 11	

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



PATH TO EMPLOYMENT

Personal Networking	44%	
Internship to Full-Time Offer	32%	
Other	8%	
Bentley Referral	6%	
Campus Recruiting	6%	
Career Fair	4%	

EMPLOYER SNAPSHOT

Calvin Klein



L'ORÉAL



FEATURED POSITIONS ACCEPTED IN 2020

MARKETING, COMMUNICATIONS, & MEDIA



Full-Time Employer*	Full-Time Position	Intern Employer*	Intern Position
athenahealth, Inc.	Marketing Associate	Abveris	Business Development
Blueprint Medicines	Communications Associate	Acutis Diagnostics	Marketing and Branding Intern
Calvin Klein	Digital Activation Planning Coordinator	Adjoint Inc.	Marketing Communications Intern
Centro Cuesta Nacional	Senior Commercial Coordinator	ARD Advertising Miami	Digital Marketing Intern
Chadwick Martin Bailey	Associate Researcher	BAM Communications	PR Intern
Cigna	Marketing Leadership Development Program Associate	Barronford Associates	Marketing Operations Intern
Cisco Systems, Inc.	Project Specialist	Blueprint Medicines	Corporate Affairs Intern
CJ Affiliate	Client Partnerships Associate	Buyers Edge Platform	Sales Intern
CMI Media Group	Associate Media Planner	Clinique YFT	Digital Marketing Intern
Columbia Sportswear Company	Marketing Coordinator	Compass Packaging	Project Management Intern
D Story Productions	Storytelling and Design Consultant	CyberX	Sales Intern
Dana-Farber Cancer Institute	Clinical Coordinator	DraftKings	Growth Marketing Intern
Dell	Emerging Technology Specialist	Duck Creek Technologies	UX Research Intern
Direct Federal Credit Union	Digital Brand Marketing & Design Intern	Entegris	Digital Operations Intern
DraftKings	Growth Marketing Associate	Frasier Enterprises	Marketing Intern
EF Education First	Tour Consultant	Havas	Global Talent Intern
Enterprise Holdings	Service Agent	Her Campus Media	Integrated Marketing Intern
Epic Games	UX Lab Analyst	Hill Holliday	Account Management Intern
Epsilon	Associate Account Executive	Home Loan Investment Bank	Marketing Intern
Epsilon	Business Systems Analyst I	JH Communications	Communications Intern
Escalent	Research Associate	Karl Mapstone	Branch Manager / Founder
GreenBlue Org	Marketing Associate	Lia Cohen	Marketing
HubSpot	Associate Acquisitions Marketing Manager	Live Nation Entertainment	Premium Seat Sales Intern
Humana	Communications Associate	Massachusetts Pirates Professional Arena Football	Marketing Intern
ISlide Inc.	Sales Operations Specialist	Morgan Stanley	Wealth Management Intern
ITK Solutions Group	Junior Project Manager	NJ State Golf Association	Marketing, Communications & Social Media Intern
L'Oréal	Pépinière Marketing Associate	Next Step Communications, LLC	Healthcare Public Relations Intern
Market Resource Partners	Operations Data Analyst	Nu-Age Managed Services	Marketing Intern
Michael Kors	Email Marketing Coordinator	Off Madison Ave	Accounting, Finance and Operations Intern
Nestlé Purina	Marketing Analyst	Partners HealthCare	Communications Intern
Newport Craft Brewing and Distilling	Dir. of Social Media & Marketing Strategy	Progress Partners	Marketing Intern
Primary 360	Media Coordinator	Rapid7	Sales Operation Intern
Pure Barre	Sales Associate	Reckitt Benckiser	eCommerce Sales Intern
Rapid7	Customer Experience Associate	Segway, Inc.	Sales and Marketing Intern
Red Ventures	Digital Marketing Analyst	SmartBear	Sales Intern
RSA	Channel Marketing Analyst	Stanley Black & Decker	Corporate Marketing Intern
TechTarget	SEO Strategist	State Street	Content Marketing Intern
TJX Companies	Allocation Analyst	Student Universe	Marketing Intern
Villa Group Maui	Marketing Strategist	TJX Companies	Buying Intern
Wayfair	E-Commerce Rotational Program	TrainToBeClutch	Merchandising Intern
WellPet	E-Commerce Digital Merchandising Specialist	Validation Institute	Social Media Coordinator and Mental Consultant
Wine Enthusiast	Digital Advertising Intern	Wilson Group Realty	Certification Support Intern
		WAYV	Summer Programming Intern
		XebiaLabs	Marketing Intern
		Zero VFX	Marketing Intern

*Some companies on this list hired multiple Bentley students for the same position. Internships were completed in the summers of 2018, 2019, & 2020.