# **2021 CAREER PROFILE**

### MARKETING, COMMUNICATIONS, & MEDIA



(Six months after May graduation)

#### CLASS PROFILE

**126** Number of 2021 May graduates

75% Women

**25%** ALANA

10% International students

#### **PLACEMENT**

90% Knowledge rate (per NACE standards\*)

85% Employed

14% Attending graduate school full-time

1% 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\*\* ... **\$55,000** Median Bonus ... . **\$6,000** Average Salary\*\* ... **\$57,806** Average Bonus ... **\$8,829** n = 48 n = 19

EMPLOYED OR PLANNING TO ATTEND GRADUATE SCHOOL

#### PATH TO EMPLOYMENT

Personal Networking	23%	
Campus Recruiting	22%	
Off campus job posting	22%	
Internship to Full Time Offer	17%	
Other	8%	
Bentley Referral	3%	
Career Fair	3%	
Family Business/Self-Employ	ed 2%	

#### **EMPLOYER SNAPSHOT**



**EPSILON**<sup>®</sup>





MED/AHUB







<sup>\*\*</sup>Data reflects base salary only (excludes bonuses and additional compensation).

## **FEATURED POSITIONS ACCEPTED IN 2021**

## **MARKETING, COMMUNICATIONS, & MEDIA**



**Intern Position** 

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

Above Zero	Social Campaign Manager
ADP	
Airgas	
ALKU.	
AlphaSights	
Amazon Web Services	•
American Hockey League	9 .
Behaviorally	
Bestbev Hong KongS	
C-4 Analytics	
CaptivateIQ	
Compass Packaging International	
Dell	
Deloitte Consulting	Business Technology Solutions Analyst
demandDrive	Sales Development Representative
DPS	Digital Marketing Coordinator
Digital Analytics Pro	Digital Marketing Analyst
DraftKings	
Dynatrace	
Epsilon	
EY	
FCB Health	
Fox Corporation	
Havas Edge	
HubSpot	Inhound Success Coach
IBM	
J. Jill	
	•
Leading Authorities, Inc.	
L'Oréal	
Massaro	
Mediahub Worldwide	
Medicus Healthcare Solutions	•
Morrison Mahoney LLP	•
NeuraFlash	
Oracle	
Philips	
Procter & Gamble	Senior Brand Manager
Prosek Partners	Designer
Siemplify	Marketing Programs Coordinator
Soofa	Customer Success Specialist
Staples	
Synapse SEM	0
Thomaston Savings Bank	0 0 1
TJX Companies	
Toast, Inc.	
Us in Technology	
Vistaprint	
VMWare	• .
W.B. Mason Company Inc.	
w.d. wasun company inc	Gategory werchandising Specialist

Acutis Diagnostics
Amazon Demand Generation Intern
ARD Advertising Miami
BAM CommunicationsPR Intern
Barronford Associates
BJ's Wholesale
Blueprint Medicines
Boathouse
Buyers Edge Platform Sales Intern
Clinique YFT
Compass Packaging
, , ,
CyberX
DraftKings
Duck Creek Technologies
Entegris Digital Operations Intern
Epsilon
Frasier Enterprises
G2 Ops, Inc
Goode FilmsProduction Intern
Growth Channel
Havas Global Talent Intern
Her Campus Media Integrated Marketing Intern
Hill HollidayAccount Management Intern
Home Loan Investment Bank
ISlide USA Sales Intern
JH Communications
John Guilfoil Public RelationsMedia Intern
Lia CohenMarketing
Live Nation Entertainment Premium Seat Sales Intern
LogiWorld LLC Social Media Marketing Intern
Massachusetts Pirates Professional Arena Football Marketing Intern
New Jersey State Golf Association Marketing, Communications & Social Media Intern
Next Step Communications, LLC Healthcare Public Relations Intern
Partners Healthcare
Pitney Bowes
Progress Partners Marketing Intern
Rapid7
Raytheon TechnologiesSTARS Program Management Office Intern
Reckitt Benckiser
Segway, Inc
SensitechLife Sciences Product Marketing Intern
Smartbear
State Street
TJX Companies
TrainToBeClutchSocial Media Coordinator and Mental Consultant
Validation Institute
WAYV
Wilson Group Realty
Zero VFX
ZETO VI A

\*Some companies on this list hired multiple Bentley students for the same position. Internships were completed in the summers of 2018, 2019, 2020, & 2021.