



# Marketing

**Building a successful business is about more than just creating new products and services.** Organizations need skilled professionals who can promote exciting innovations, build relationships with customers, and analyze the results of marketing campaigns. With a degree in Marketing from Bentley, you can manage social media campaigns for top companies, meet celebrities and other high-profile guests as an event planner, or create viral campaigns to spread the word about a great new product.

A key component of our Marketing curriculum is real-world experience with leading organizations; our past corporate partners have included Apple, the Boston Red Sox, Converse, Mazda, Microsoft and more. These opportunities to work with real executives, combined with your classroom knowledge, will give you skills in a number of key areas, such as advertising and promotion, analytics, marketing research, social media and product development.

## CAREER OPTIONS

Our Marketing curriculum's combination of classroom knowledge, technical expertise and real-world experience makes our students in high demand across a variety of industries. With a Marketing degree, you will have the flexibility to choose from a wide range of careers. Specific roles you can pursue include:

- Advertising account executive
- Brand manager
- Event planner

- Market researcher
- Sales executive
- Social media specialist
- Promotions manager

## SELECT EMPLOYERS

- Abbott
- athenahealth
- Amazon
- Bose
- DraftKings
- Epsilon
- EssenceMediacom
- FOX Corporation
- Global Citizen
- Havas Media Group
- Hill Holliday
- Hologic
- HubSpot
- Kantar
- Mediahub Worldwide
- RBC Capital Markets
- VaynerMedia

## REQUIRED AND ELECTIVE COURSES

### MAJOR REQUIREMENTS

Marketing Essentials

Consumer Behavior

Marketing Management

Marketing Research

Four Marketing electives

### MARKETING ELECTIVES (PARTIAL LIST)

Promotional Strategy

Customer-Centric Marketing

Sales Management

Digital Marketing

Marketing for Nonprofits

Business-to-Business Marketing

Directed Study in Marketing

Special Topics in Marketing

Internship in Marketing Practice

New Product Development and Marketing

Advertising

Retailing

Marketing of Services

International Marketing

Seminar in Marketing

Marketing Project

Marketing Analytics

Marketing and AI

Digital Marketing Analytics

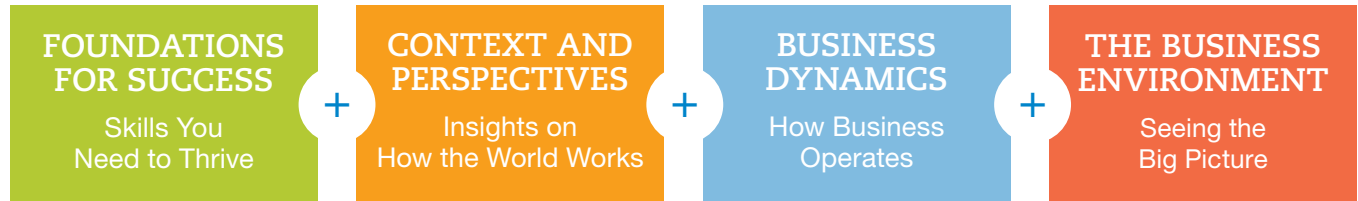
Additional requirements apply for degree completion

## FOR MORE INFORMATION

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# Level Up

**Bentley's future-focused curriculum ensures you will acquire essential communications, math, problem-solving, teamwork and digital literacy skills** before embarking on an academic journey that you chart for yourself. You will leave campus prepared for a rewarding career and ready to make a positive impact in the world using the knowledge you will gain in the following four areas:



## CREATE A DEGREE THAT MATCHES YOUR PASSIONS

The flexibility built into a Bentley education allows you to explore dozens of exciting business and liberal arts combinations, and to pursue your interests in depth. We also offer the option of completing a Business Administration major that is compatible with many popular majors and requires just a few additional courses. Combine your major(s) with one of the minors below to further enhance your degree.

Accounting  
Actuarial Science  
Applied Statistics  
Business Economics  
Business Risk Assurance  
Computer Information Systems  
Cybersecurity  
Data Technologies  
Earth, Environment and  
Global Sustainability  
English and Media Studies

Entrepreneurial Studies  
Environment, Social and  
Governance (ESG)  
Ethics and Compliance  
Finance  
Gender Studies  
Global Management  
Health and Industry  
History  
Human Resources  
Management

Information and Process  
Management  
International Affairs  
International Economics  
Law  
Leadership  
Management  
Marketing  
Mathematical Perspectives  
Mathematics  
Modern Languages  
Nonprofit Organizations

Philosophy  
Politics  
Psychology  
Public Policy  
Public Relations  
Sociology  
Spanish for Business  
Sports Business  
Management  
Supply Chain/Operations  
Management  
User Experience

**GET A JUMP ON YOUR GRADUATE DEGREE** Launch your career with a combined degree program by taking graduate coursework during your undergraduate years—without sacrificing valuable learning opportunities like studying abroad.

### Advanced Standing in Finance

Bentley offers an Advanced Standing in Finance (BS and MSF) program for high-achieving students from select majors. In this accelerated program, you'll develop depth and breadth in corporate finance and investments, and graduate in four years with both a bachelor's and a master's degree, with no duplication of course content.

### Advanced Standing in Business

The Advanced Standing in Business (BA/BS and MBA) program is a great opportunity for students to start their MBA as an undergraduate student. The program is open to students pursuing any undergraduate major and provides the necessary leadership skills to help you make an immediate impact after graduation.