

2023 Career Profile

Marketing, Communications, & Media

(Six months after graduation)

Class Profile

126 Number of 2023 Graduates

71% Women

29% ALANA

10% International Students

Placement

93% Placement Rate

95% Knowledge Rate*

14% Attending 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.

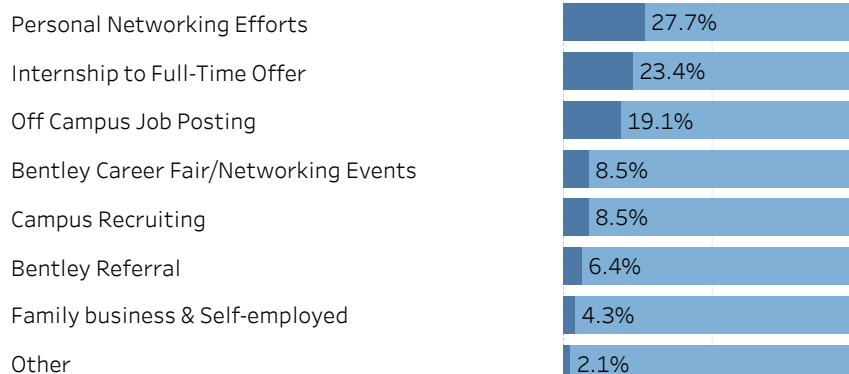
Compensation

Median Salary** **\$57,900** **Median Bonus** **\$5,000**

Average Salary** **\$58,256** **Average Bonus** **\$5,075**
N=42 N=12

**Data reflects base salary only (excludes bonuses and additional compensation) for grads reporting annual salary and responding as employed Full-Time.

Path to Employment



Employer Highlights

Deloitte.

Epsilon®

ORACLE
NETSUITE

TJX®

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Full-Time Employer	Full-Time Position
829 Studios	Onboarding Associate
Acoustic	UX Designer
Barracuda MSP	Senior Field Marketing Specialist
Beacon Wellness Brands	Sales & Marketing Trade Associate
Brightcore Energy	Senior Marketing Analyst
Cambridge Equity	Pre-MBA Associate
Carnegie - Higher Education Marketing and Enrollment..	Social Media Associate
Cigna	Lead Analyst, Client Insights
Connelly Partners	Assistant Media Planner
Dell Technologies	Inside Product Sales Specialist I
Deloitte	Business Analyst
Drift	Digital Marketing Associate
EF Education First	Operations Coordinator
Eli Lilly	Pharmaceutical Sales Representative
Embassy Suites	Front Desk Agent
Empire Entertainment	Production Coordinator
Epsilon	Account Executive
	Associate Account Executive
	Associate Business Systems Analyst
	Associate Digital Solutions Consultant
First Eagle Investments	Client Service Analyst
GE Appliances	Marketing Operations Co-Op
GE HealthCare	Marketing Development Program
Gartner	Client Success Associate
George P. Johnson	Apprentice
Horizon Media	Media Planning Assistant, Digital
ISlide	Sales Operations Associate
J.Jill	Merchandise Coordinator
Kickstand Communications	Account Coordinator
Mediahub Worldwide	Assistant Media Buyer
New York Mets	Inside Sales Representative
Optimove	Marketing Analyst
Oracle NetSuite	Business Development Representative
Philips Healthcare	Communications Associate - Patient Safety & Quality
PlatformQ Health	Client Services Coordinator
Staples	Content Operations Specialist
	Merchandising Specialist
The TJX Companies	Allocation Analyst
	Merchandise Allocation Analyst
Trigger(House)	Account Coordinator
United Talent Agency	Assistant
V2 Communications	Public Relations Account Coordinator
Wayfair	Strategy Associate