

2024 CAREER PROFILE

MARKETING, COMMUNICATIONS, & MEDIA



(Six months after graduation)

CLASS PROFILE

- 145** Number of 2024 graduates
- 66%** Women
- 27%** ALANA
- 11%** International students

PLACEMENT

- 88%** Knowledge rate (per NACE standards*)
- 85%** Employed
- 15%** 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** ...	\$65,500	Median Bonus	\$6,000
Average Salary**	\$64,152	Average Bonus . . .	\$7,454
n = 49		n = 13	

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

100% EMPLOYED OR PLANNING TO ATTEND GRADUATE SCHOOL

PATH TO EMPLOYMENT

Internship to Full Time Offer	32%	<div style="width: 32%;"></div>
Personal Networking	32%	<div style="width: 32%;"></div>
Off Campus Job Posting	22%	<div style="width: 22%;"></div>
Campus Recruiting	5%	<div style="width: 5%;"></div>
Other	5%	<div style="width: 5%;"></div>
Career Fair	2%	<div style="width: 2%;"></div>
Family Business/Self-Employed	2%	<div style="width: 2%;"></div>

EMPLOYER SNAPSHOT

FEATURED POSITIONS ACCEPTED IN 2024

MARKETING, COMMUNICATIONS, & MEDIA



Full-Time Employer*	Full-Time Position	Intern Employer*	Intern Position
Aero	Experience Lead	Amazon	Demand Generation Intern
All Systems Go Enterprises	User Experience Designer	Anne Lorenzo	Content & Communications Intern
AlphaSights	Client Service Associate	Apple	Communications Intern at Apple Maps
Altitude Development Partners	Marketing Manager	Bean Group	Marketing & Events Intern
Barton Healthcare Staffing	Account Executive	Bentley Office of Sustainability	Summer Marketing Specialist
BONESUPPORT AB	Marketing Communications Associate	Bentley University	Digital Marketing Intern
Boston Bruins	Community Relations & Youth Hockey Intern	BJ's Wholesale Club	Home Division Merchandising Intern
Boston Scientific	Commercial Operations Analyst	Boathouse	Marketing Intern
BP	Technical Sales & Developmental Program	Brodeur Partners	Communications Intern
C-4 Analytics	Digital Marketing Account Coordinator	Cage Point	Media Planner Intern
Catbridge Machinery	Freelance Video Editor	Camp Sewataro	Communications Associate
Citizens Bank	Consumer Banking & Enterprise Experience Associate	Coca Cola Puerto Rico Bottlers	Marketing Intern
CLI Studios	Marketing Associate	CONNSTEP	Marketing Intern
Digitas	Analyst	Dana-Farber Cancer Institute	Donor Experience & Engagement Intern
DraftKings	Customer Experience Associate	Dassault Systèmes, Solidworks	Offer Marketing Intern
E&A Creative Studios	Co-Founder	DDL Advertising	Marketing Intern
Epsilon	Associate Client Engagement Executive	Dell Technologies	NextGen Sales Academy Intern
Flix By Daniel	Independent Photographer	Doble Engineering	Marketing Communications Intern
Force Factor	Leadership Development Associate	Donna McRae	Sales & Marketing Intern
Fulcrum Research Group	Research Analyst	Elevated Boston	Marketing Intern
Graybar	Sales Trainee	Epsilon	Digital Client Services Intern
GroupM	Media Optimization Associate	Expedia	Marketing Specialist
Guidehouse	Life Sciences Consultant	Fidelity Investments	Marketing Intern
Hajoca	Management Trainee	General Electric Appliances	Product Management Intern
Hilb Group	Commercial Lines Account Manager	Global Partners LP	Retail Marketing Intern
Kimball Union Academy	Marketing & Communications Manager	Goode Films	Production Intern
Labcorp	Business to Business Enterprise Marketing Specialist	Granite Telecommunications	Sales Intern
Mass General Brigham	Marketing Specialist	Growth Channel	Marketing Intern
Money Federal Credit Union	Marketing Specialist	Hologic	Product Marketing Intern
Nestlé	Associate Project Manager, Marketing Development Program	IAPP	Marketing Media Intern
Oracle	Sales Development Representative	ISlide USA	Sales Intern
Outlier.AI	AI Contributor	John Guilfoil Public Relations	Media Intern
Pile & Company	Content & Communications Coordinator	Labcorp	Integrated Marketing Intern
Prime Solutions Investments	Investment & Marketing Intern	LogiWorld LLC	Social Media Marketing Intern
Publicis Media	Associate Campaign Manager	MADEHoops / Nike	Content Creator / Community Manager / Content Manager
PUMA Group	Temporary Junior Manager, Marketing - Ecommerce	Mayhem Entertainment PR	Public Relations Intern
Red Ventures	Associate Content Designer	MN Lynx/MN Wild	Marketing Assistant
Reprise Biomedical	Account Director	Money Management Institute	Marketing & Communication Intern
Restaurant Brands International	Operations Leadership Development Program Analyst	MyBodyModel	Marketing Intern
Rue Gilt Groupe	Merchandise Assistant	Northern Trust	Marketing & Data Strategy Intern
Slowey McManus Communications	Account Coordinator	Perfect World	International Marketing Intern
SSCG Media Group	Assistant Media Planner	Praytell Agency	Public Relations Intern
Stainless Design Concepts	Sales & Marketing Assistant	Real Culture	Content Creator Intern
Staples	Digital Business Rotational Cohort	Roessel Joy	Business Development Intern
Staples	Merchandise Specialist	RTX	STARS Program Management Office Intern
TechTarget	Campaign Operations Associate	Shift Markets	Partnership Marketing Intern
The TJX Companies	Loss Prevention Operations Program Specialist	Spencer Kent Communications	Social Media & Digital Marketing
The TJX Companies	Planning & Allocation Analyst	T&K Asphalt Services, Inc.	Business Development Representative Intern
Trimvirate Environmental	Business Development Associate	The TJX Companies	Merchandising Intern
Unilever	Marketing Unilever Future Leader	The TJX Companies	Product Development Design Intern
W.B. Mason	Assistant Buyer	TrainToBeClutch	Social Media Coordinator & Mental Consultant
Wayfair	Commercial Strategy Associate	Tyler Technologies	Content Marketing Intern
Wayfair	Curated Merchandising Ops Associate	Virtual, Inc.	Public Relations Intern
Windsor Federal Bank	Communications Specialist	Wayfair	E-Commerce Product Strategist Intern
Wolf & Company	Google Ads Marketing Specialist	Wingman Planning	Social Media Intern

*Some companies on this list may have hired multiple Bentley students. Internships were completed in the summers of 2020-2024.