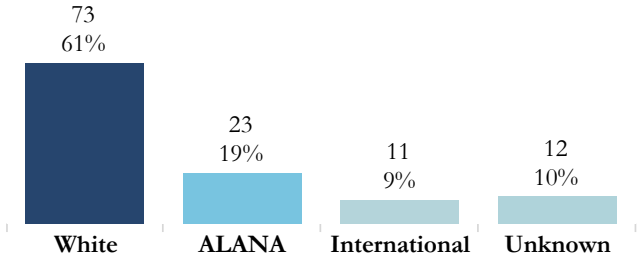
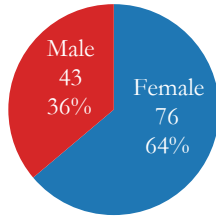


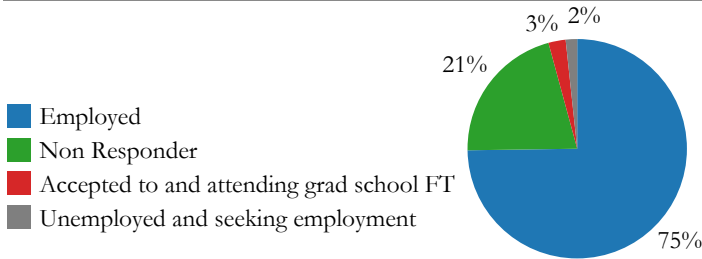
Marketing Majors

119 (14%) of 866 May Graduates



Career Outcomes

79% Response Rate



Placements

Employed	89
Accepted to and attending grad school FT	3
Unemployed and seeking employment	2
Non Responder	25
Grand Total	119

Full-Time Placements

Salary (Full-Time)

(76 Respondents)

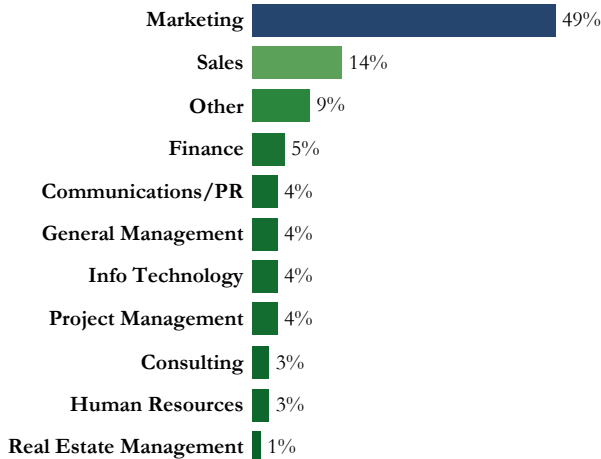
Avg. Salary	Median Salary
\$43,472	\$42,750

Signing Bonus

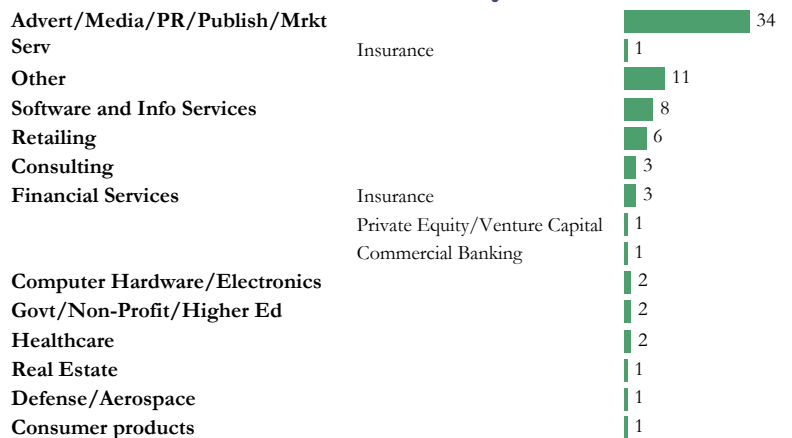
(8 Respondents- 11% of those who reported a salary)

Avg. Bonus	Median Bonus
\$9,250	\$5,000

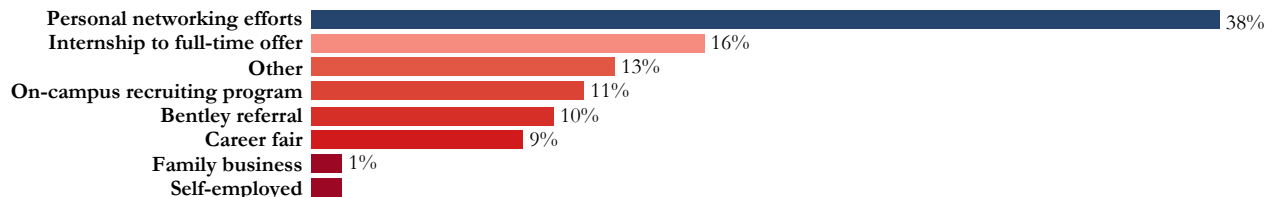
Field



Industry



Source of Job Offer



Marketing Majors

119 (14%) of 866 May Graduates

State of Employment



Employers & Titles

ABC Disney Television Group	Assistant in Business Affairs	1
Alku	Recruiter	1
Applied Marketing Science, Inc.	Marketing Analyst	1
AT&T	Service Manager	1
AXA Insurance	Client Services Specialist	1
Banco Ficohsa	Private Banking Associate	1
CBS Sports	Music Coordinator	1
Constant Contact	Inside Sales Consultant	1
	Marketing Program Specialist	1
Cradles to Crayons	Group Volunteer Coordinator	1
Crimson Hexagon	Social Insights	1
Datawatch	Business Development Representative	1
Definitive Healthcare	Client Consultant	1
Demand Drive	Sales Development Rep	1
DFW Consultants	Null	1
Didit	Account Coordinator	1
DigitasLBI	Account Executive	1
EMC	Associate Inside Sales Rep	1
EPS Communications	Digital Media Buyer	1
Epsilon	Associate Account Executive	1
	Associate Business Analyst	1
	Associate Business Systems Analyst	2
	Business System Analyst	1
Everbridge	Business Development Rep	1
Foundation for MetroWest	Marketing Coordinator	1
Greater than One	Assistant Account Executive	1
Halfway Cafe	Assistant General Manager	1
Hitachi Consulting	Consultant	1
Hudson Global	Operations Associate	1
InsightSquared	Account Development Representative	1
Iron Mountain	Marketing Specialist	1
J2	Marketing Coordinator	1
Jack Morton	Junior Creative Associate	1
KPMG	Analyst	1
Liberty Mutual	Analyst Development Program	1
	Associate Claims Specialist	1
Lone Beacon Media	Account Manager	1
Marketing and Research Planning ..	Research Analyst	3
Matter Communications	Account Coordinator	1
Merrimack Valley Insurance	Marketing and Client Liason	1
Millennial Media	Account Executive	1
Molex	Marketing Communications Specialist	1
MTIX	Digital and COmmunity Specialist	1
Mullen Lowe	Assistant Project Manager	1
Netprospex	Data Editor	1
NetSuite	Business Development Rep	1

Marketing Majors

119 (14%) of May Graduates

Employers & Titles Cont.

One Login	Sales Development Rep	1
PlatformQ	Marketing Associate	1
PM WEB	Marketing Associate	1
Racepoint Global	Associate, Global Marketing & Business Development	1
Reebok	US Trade Marketing Apprentice	1
RF Binder	Associate	1
River Dell High School	Assistant Football Coach	1
Scratch Marketing & Media	Marketing Associate	2
Sharp Capital Partners	Research Analyst	1
Sodexo	Front of the House Manager	1
SpaceX	Recruiting Coordinator	1
Switchline, Inc. & Boston's Finest Movers, INC.	Founder & CEO of Both Companies	1
Swoop	Ad Operations Analyst	1
Synergy Investments	Tenant Services Coordinator	1
Taylor Dress	Sales Associate	1
TechTarget	Marketing Associate	1
The Paper Store	Marketing Coordinator	1
The Wissol Group	Marketing of Dunkin Donuts in Georgia	1
ThyssenKrupp	Account Manager	1
TJX Companies	Allocation Analyst	2
	Merchandise Development Program	1
United Talent Agency	Agent Trainee	1
Vail Associates	Null	1
Velir	Associate Project Manager	1
	Digital Marketing and Analytics Consultant	1
Vision Source	Assitant Manager of Social Media & Publishing	1
Vistaprint	Marketing Associate	1
Wayfair	B2B Email Marketing Analyst	1
William Gallagher Associates	Client Service Associate	1
Yelp, Inc.	Account Executive	1
Zenith Optimedia	Media Program Trainee	1

Internships

(93% of Marketing graduates had an internship)

Top Internship Companies

Dunkin' Brands	3
Boston Scientific	2
Brafton, Inc.	2
Epsilon	2
Hill Holliday	2
Oxford Global Resources	2
Racepoint Global	2
Swoop	2
The Paper Store	2

Graduate Schools

(includes graduates attending graduate school full-time, employed and attending, and planning to attend but not yet accepted)

Bentley University	2
Bocconi University	1
Les Roches	1