



# 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

- athenahealth
- Calvin Klein
- Cisco Systems
- Columbia Sportswear
- Dana-Farber Cancer Institute
- DraftKings
- Epic Games
- HubSpot
- L'Oréal
- Michael Kors
- Pure Barre
- Wayfair
- Wine Enthusiast

## REQUIRED AND ELECTIVE COURSES

### MAJOR REQUIREMENTS

- Consumer Behavior
- Marketing Essentials
- Marketing Management
- Marketing Research
- Four Marketing electives

### MARKETING ELECTIVES (PARTIAL LIST)

- Promotional Strategy
- Customer-Centric Marketing
- Sales Management
- eMarketing
- Marketing for Nonprofits
- Business-to-Business Marketing
- Directed Study in Marketing
- Special Topics in Marketing
- Internship in Marketing Practice
- Consumer Behavior
- New Product Development and Marketing
- Marketing Channels
- Advertising
- Retailing
- Marketing of Services
- International Marketing
- Seminar in Marketing
- Marketing Project

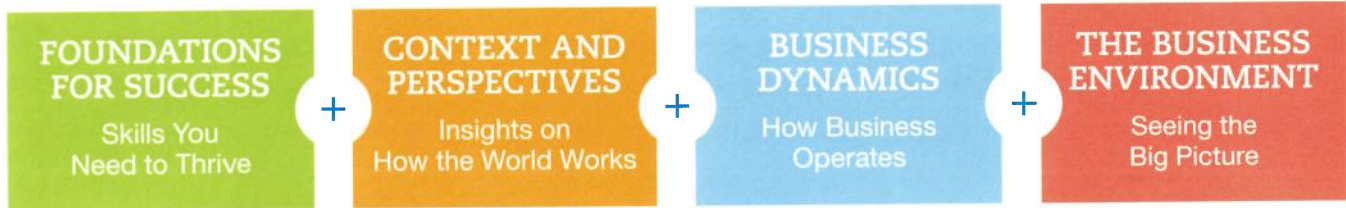
Additional requirements apply for degree completion

## 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  
Business Administration  
Business Economics  
Business Risk Assurance  
Computer Information Systems  
Data Technologies  
Earth, Environment and Global Sustainability  
English and Media Studies  
Entrepreneurial Studies

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 Sciences  
Modern Languages  
Nonprofit Organizations  
Philosophy  
Politics  
Psychology

Public Policy  
Public Relations  
Sociology  
Spanish for Business  
Sports Business  
Management  
Supply Chain/Operations  
Management  
Sustainable Investing  
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.