

ADVERTISING GRADUATES 2009

What are they doing?

	Bachelors	Masters	PhD
<i>Respondents</i>	111	12	3
Employed Full-Time	59%	67%	67%
Employed Part-Time	12%	25%	-
Self-Employed	4%	-	-
In Graduate School	15%	-	-
Not Employed & Seeking	10%	8%	33%
Not Employed/Not Seeking	3%	-	-

Are their jobs related to their majors?

	Bachelors	Masters	PhD
<i>Respondents</i>	74	10	2
Directly Related	61%	80%	100%
Somewhat Related	27%	20%	-
Not at All Related	12%	-	-

Are they satisfied with their jobs?

	Bachelors	Masters	PhD
<i>Respondents</i>	74	10	2
Very Satisfied	57%	60%	100%
Somewhat Satisfied	27%	20%	-
Neutral	5%	10%	-
Not very Satisfied	5%	10%	-
Not at all Satisfied	5%	-	--

When did they start looking for work?

	Bachelors	Masters	PhD
<i>Respondents</i>	86	11	3
6+ mo. before graduation	22%	9%	67%
5-6 mo. before graduation	13%	27%	-
3-4 mo. before graduation	26%	18%	-
1-2 mo. before graduation	23%	36%	-
After graduation	16%	9%	33%

When did they find their jobs?

	Bachelors	Masters	PhD
<i>Respondents</i>	73	9	2
Prior to or upon graduating	36%	22%	100%
Within 2 mo. of graduation	25%	11%	-
Within 4 mo. of graduation	25%	44%	-
Within 6 mo. of graduation	15%	22%	-

Earnings Breakdown

Median Salary Bachelors: \$30,001-35,000

Median Salary Masters: \$30,001-35,000

Median Salary Doctorate: \$55,001 - 60,000

	Bachelors	Masters	PhD
<i>Respondents</i>	70	9	2
Under \$15,000	14%	11%	-
\$15,001-20,000	6%	11%	-
\$20,001-25,000	7%	-	-
\$25,001-30,000	7%	11%	-
\$30,001-35,000	19%	22%	-
\$35,001-40,000	26%	11%	-
\$40,001-45,000	11%	22%	-
\$50,001-55,000	9%	11%	-
\$55,001-60,000	-	-	100%
\$70,001-80,000	1%	-	-

Where they are working

	Bachelors	Masters	PhD
<i>Respondents</i>	64	9	1
Austin Area	42%	43%	-
DFW Area	14%	29%	-
Houston Area	5%	29%	-
Elsewhere in Texas	3%	-	-
California	13%	-	-
New York	17%	-	100%
Elsewhere	6%	-	-

Where did they look for work?

	Bachelors	Masters	PhD
<i>Respondents</i>	111	11	3
Around the World	7%	8%	-
Around the Country	43%	83%	67%
Texas Only	16%	-	33%
Central Texas Only	9%	-	-

Industry Sectors

Advertising/Marketing/Public Relations	70%
Computer/Other High-Technology	10%
Entertainment/Media Production/the Arts	4%
Internet/e-Commerce	4%
Academics/Education/ Education Services	3%
Retailer	3%
Banking/Insurance/Financial Services	1%
Business Services	1%
Journalism/News Organizations	1%
Sports/Sports Management	1%

Primary Job Function

Advertising: Media	31%
Advertising: Account Service	13%
Business: Marketing	13%
Advertising: Creative	12%
Advertising: Interactive	6%
Business: Sales	4%
Advertising: Account Planning	3%
Business: Marketing Communication	3%
Business: Customer Service	3%
Education: Teaching	3%
Business: Information Technology	1%
Business: Management	1%
Business: Entrepreneur	1%
Public Relations: Agency	1%
Event Planning/Coordination	1%

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Were they offered full-time employment as a result of any of their internships?

	Bachelors	Masters
<i>Respondents</i>	93	9
Yes	32%	11%
No	68%	89%

How many internships did they do while they were in college?

	Bachelors	Masters
<i>Respondents</i>	100	11
Zero	4%	18%
One	18%	27%
Two	32%	27%
Three	27%	18%
Four or More	19%	9%

What kinds of internships did they do while they were in college?

	Bachelors	Masters
<i>Respondents</i>	111	11
For Academic Credit	88%	58%
For the Experience Only	75%	50%
Paid Internships	72%	42%
Unpaid Internships	70%	33%

How helpful were internships in preparing them for the workforce?

	Bachelors	Masters
<i>Respondents</i>	91	6
Very Helpful	66%	33%
Somewhat Helpful	32%	67%
Not Very Helpful	2%	

From whom did they seek career advice?

	Bachelors	Masters
<i>Respondents</i>	111	11
CCS Career Advisors	43%	33%
Other College of Communication Faculty/Staff	51%	42%
Career Exploration Center Career Counselors	10%	-
Other UT Faculty/Staff	39%	8%
UT Alumni	42%	33%
Family Members	53%	16%
Bosses/Supervisors/Co-Workers	51%	33%
Peers/Fellow Students	65%	50%

Were they registered with CCS?

	Bachelors	Masters
<i>Respondents</i>	100	11
Yes	93%	73%
No	7%	27%

When did they connect with Career Services?

	Bachelors	Masters
<i>Respondents</i>	90	7
Senior Year	10%	-
Junior Year	31%	-
Sophomore Year	32%	-
First Year	27%	-
1st Year of Grad School	-	71%
2nd Year of Grad School	-	29%

2009 Advertising Graduates: Demographics

	Survey Group	Responses	%
Advertising Graduates	337	126	37%
Gender			
	% of Survey Group	% of Response Group	
Female	72%	74%	
Male	28%	26%	
Ethnicity			
	% of Survey Group	% of Response Group	
American Indian/Alaskan Native	>1%	-	
Asian	13%	18%	
Hispanic or Latino	14%	13%	
Black or African American	4%	4%	
White	61%	64%	
International Students	8%	1%	

How Useful were Communication Career Services: BS & MA Recipients

Service (N=95)	Very Useful	Some-what Useful	Neutral	Not Very Useful	Not Useful at All	Did Not Use
Career Advising by Appointment	29%	19%	13%	4%	2%	33%
Drop-in/Walk-in Career Advising	22%	23%	9%	3%	1%	41%
Pre-law Advising	3%	2%	13%	<1%	1%	81%
Email Notices	35%	53%	3%	3%	<1%	6%
AccessUT	39%	38%	5%	1%	<1%	17%
CareerSource	37%	43%	6%	2%	1%	11%
Seminars and Workshops	7%	21%	19%	3%	1%	48%
Job & Internship Fairs	33%	25%	17%	8%	7%	9%
Career Library Resources	12%	19%	15%	4%	<1%	51%
Career Services Web Site	34%	39%	15%	1%	1%	11%
On-Campus Recruiting	25%	24%	13%	6%	1%	31%
HireStandards Blog	12%	7%	17%	1%	1%	62%
Social Media (Twitter, Facebook)	5%	9%	20%	5%	1%	59%
Informational Handouts	18%	22%	12%	5%	1%	42%
Employment Data Reports	18%	22%	8%	2%	<1%	49%

UT Communication Career Services conducted an online employment survey of the 2009 graduates of the College of Communication approximately six months after graduation. 543 replied — 39% of the total group of 1390 graduates. The results of this survey are summarized in one college-wide report and six major-specific reports. All employment survey results can be downloaded from the "Employment Data & Salary Surveys" link on the Communication Career Services homepage. We encourage students to pursue proactive career exploration throughout their college careers, including active involvement in student organizations, completion of multiple internships and other experiential learning programs and professional networking. Our staff provides career advising by appointment and on a drop-in basis to assist Communication students in their career planning and management, and we offer a wide variety of job and internship search services and career exploration programs.

For more information on CCS student services, call 512-471-9421 or visit: <http://communication.utexas.edu/ccs>.

Employers and Titles/Grad Schools—2009

Undergraduate Students

Employer	Title	Employer	Title	Employer	Title
20/20 Productions (Independent Web Series)	PR & Social Media Coordinator	iProspect	Search Marketing Specialist	State Farm Insurance	Sales Representative
33Across	Account Manager	ITWatchDogs	Marketing Programs Manager	T3	Account Services Intern
AGA	Banquet Server	Joongang Ilbo Newspaper	Real Estate Consultant	T3	Assistant Media Planner
Attention	Social Media Strategist	JWT	Account Associate	Teach For America- Dallas Independent School District	Teacher, Corps Member
Barnes & Noble	Cafe Barista	Kolar Advertising	Interactive Media Coordinator	Texas Parks & Wildlife Department	Web Admin
Breeze Marketing	Media Intern	Kolar Advertising & Marketing	Assistant Media Planner/Buyer	The Richards Group	Brand Creative/Art Director
Carat	Assistant Multicultural Communications Planner	LaPlaca Cohen	Assistant Coordinator	TimeGate Studios	Marketing Lead
Carat	Assistant Media Planner	Laredo Community College	Web Technologies Manager	TracyLocke	Project Manager
Carat	Digital Assistant Media Planner	LatinWorks	Copywriter	Universal McCann	Assistant Media Planner
Cavender's Boot City	Web Merchandiser - Social Media	Love Advertising	Media Intern	Urban Outfitters, Inc.	Marketing Data Analyst
Children's Connections Inc.	Marketing Director	Mediaedge:CIA	Analyst	Z Tejas	Server
Dale Resources	Landman	MediaVest-NYC	Junior Digital Associate		
DDB	Assistant Account Executive	Metro Nashville Public Schools	Teacher		
Dell	User Experience Designer	Microsoft	Associate Product Manager		
US Department of Defense - Edelweiss Lodge and Resort	Marketing Assistant	Moxie Interactive (Publicis)	Assistant Digital Planner		
DraftFCB	Assistant Media Planner	MyEdu Corporation	Interactive Media Coordinator		
Envirolinks.com	Marketing Manager	MyEdu Corporation	Customer Relationship Management and Marketing Coordinator		
erro creative	Creative Director	National Instruments	Multimedia Coordinator		
Euro RSCG New York	Intern copywriter	Neo@Ogilvy	Assistant Media Planner		
Fitzgerald and Company	Assistant Media Planner	News America Marketing	Account Coordinator		
Games2U Entertainment	Marketing Manager	OMD	Assistant Strategist		
Golfsmith international	Texas Grass Roots Marketing Rep	OMD	Media Planner		
Google, Inc.	Account Manager, Online Sales	POSH Couture Rentals	Operations Assistant		
GSD&M Idea City	Assistant Account Manager	Publicis	Strategic Planner		
GSD&M Idea City	Assistant Interactive Media Planner	Red Bull North America	Field Marketing Specialist		
GSD&M Idea City	Creative Intern	RPA	Strategic Planning Intern		
Hewlett-Packard	ETL Developer/Engineer	Silicon Labs	Sales and Marketing Intern		
Hidden Falls Golf Course and Victory Publishing	Bartender and Videographer	Southern Living Magazine	Spring 2010 Fellow		
IF Marketing & Advertising	Account Executive	SpareFoot	Developer		
Interlex Communications Inc.	Junior Media Buyer	Starcom Mediavest Group	Media Associate		

Graduate Students

Employer	Title
Masters Degree Recipients	
Advertising Agency	Copywriter
City of Fort Worth	Communications Officer
CPR + Partners	Account Planner
Directron	Marketing Assistant
JWT	Junior Copywriter
McGarrah Jessee	Freelancer
NAVTEQ	Corporate Marketing
The University of Texas at Austin	Lecturer
TracyLocke Partners (Dallas)	Art Director
Young & Rubicam - Efatico	Account Executive
Doctoral Degree Recipients	
DePaul University	Assistant Professor
Syracuse University	Assistant Professor

UT Degree and Major	Current Degree (in progress)	University/Graduate Institution	Field of Study
BS-ADV	Doctoral degree	The University of Texas at Austin	Counseling Psychology
BS-ADV	J.D. (Law degree)	The University of Houston	law
BS-ADV	J.D. (Law degree)	The University of the Pacific, McGeorge School of Law	Law
BS-ADV	J.D. (Law degree)	South Texas College of Law	Law
BS-ADV	J.D. (Law degree)	Lewis & Clark Law School	Environmental Law
BS-ADV	Master of Arts degree	The University of Texas at Austin	Advertising
BS-ADV	Master of Arts degree	New York University	Museum Studies
BS-ADV	Master of Arts degree	The University of Texas at Austin	Advertising
BS-ADV	Master of Arts degree	The University of Texas at Austin	Advertising
BS-ADV	Master of Arts degree	The University of Texas at Austin	Advertising
BS-ADV	Master of Science degree	The University of Pennsylvania	Higher Education
BS-ADV	MBA	The University of Houston	Marketing
BS-ADV	MFA	Texas State University	Graphic Design





Overview of Services

Connect with Career Services: Go to <http://communication.utexas.edu/ccs>—click on “Create Student Account”

Subscribe to the HireStandards Blog: <http://hirestandards.wordpress.com>

Join our Facebook Page: Communication Career Services

Follow us on Twitter: UTCCS

Communication Career Services is available to students and alumni of the UT College of Communication. However, only students and alumni with active Communication Career Services accounts are eligible to take advantage of our resources and services. Since Communication Career Services is funded through student fees, alumni wishing to use our services must pay a renewable registration fee. To utilize Communication Career Services as a student or alumnus of the UT College of Communication, you must create an online account and complete your CareerSource online profile.

Career Advising & Resume Assistance

Career advising appointments are available for resume and cover letter writing, pre-law advising, interview preparation, choice of major, career options, and for assistance with the job/internship search process. To schedule an appointment, you can call or stop by the Communication Career Services office. You must have an active CareerSource account to schedule a career advising appointment. Drop-in career advising is available during the fall and spring semesters on Tuesdays, Wednesdays and Thursdays from 2:00 - 4:00 pm.

Job and Internship Postings

Each year Communication Career Services posts more than 2500 job and internship opportunities targeting Communication students! Opportunities are posted by employers directly into CareerSource, AccessUT, and NACElink Jobs. Communication Career Services also subscribes to communication trade publications which feature industry-specific internship and job opportunities. The “Resources by Field” section of our homepage features many industry-specific job boards and career sites.

On-Campus Recruiting

Each year, Communication Career Services hosts up to 50 employers recruiting students for a wide range of entry-level positions and internships. Log into CareerSource and search Interviewing Schedules for a list of companies coming to campus to recruit for full-time jobs and internships, along with application instructions for each position. Summary information is also available on our online calendar of events.

Communication Job & Internship Fairs

Communication Job & Internship Fairs are held each fall and spring semester. Between 50 and 75 employers attend each fair to meet with and recruit Communication students and alumni for jobs and internships. Communication Job & Internship Fairs also offer the opportunity to network with representatives from various employers.

Employment Survey Results & Reports

Communication Career Services surveys graduates of the UT College of Communication approximately six months after they graduate to gather information on their employment status. These employment reports contain salary information, employers & job titles, job satisfaction ratings, graduate school information, and much more. Communication Career Services Employment Reports are available in hard copy in the CCS office and can be downloaded from the “Employment Data & Salary Surveys” section of our web site.

For more information please contact

Communication Career Services

Phone: 512-471-9421

Email: ccsmain@austin.utexas.edu

URL: <http://communication.utexas.edu/ccs>