

# PUBLIC RELATIONS GRADUATES

## What are they doing?

	Bachelors
<i>Respondents</i>	66
Employed Full-Time	77%
Employed Part-Time	6%
Self-Employed	-
In Graduate School	9%
Not Employed & Seeking	6%
Not Employed/Not Seeking	2%

## Are their jobs related to their majors?

	Bachelors
<i>Respondents</i>	55
Directly Related	35%
Somewhat Related	47%
Not at All Related	18%

## Are they satisfied with their jobs?

	Bachelors
<i>Respondents</i>	55
Very Satisfied	45%
Somewhat Satisfied	31%
Neutral	9%
Not very Satisfied	5%
Not at all Satisfied	9%

## When did they start looking for work?

	Bachelors
<i>Respondents</i>	60
6+ mo. before graduation	27%
5-6 mo. before graduation	17%
3-4 mo. before graduation	18%
1-2 mo. before graduation	27%
After graduation	12%

## When did they find their jobs?

	Bachelors
<i>Respondents</i>	54
Prior to or upon graduating	39%
Within 2 mo. of graduation	19%
Within 4 mo. of graduation	30%
Within 6 mo. of graduation	13%

## Earnings Breakdown

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

	Bachelors
<i>Respondents</i>	53
Under \$15,000	4%
\$15,001-20,000	4%
\$20,001-25,000	9%
\$25,001-30,000	21%
\$30,001-35,000	32%
\$35,001-40,000	17%
\$40,001-45,000	11%
\$45,001-50,000	-
\$50,001-55,000	2%
\$55,001-60,000	-
\$60,001-70,000	-
\$70,001-80,000	-
\$80,000 or more	-

## Where they are working

	Bachelors
<i>Respondents</i>	65
Austin Area	63%
DFW Area	8%
Houston Area	12%
Elsewhere in Texas	-
California	4%
New York	8%
Elsewhere	4%

## Where did they look for work?

	Bachelors
<i>Respondents</i>	66
Around the World	3%
Around the Country	39%
Texas Only	24%
Central Texas Only	21%

## Industry Sectors

Advertising/Marketing/Public Relations	44%
Non-Profit/Charities/Social Service	12%
Academics/Education/ Education Services	6%
Banking/Insurance/Other Financial Services	6%
Business Services	6%
Computer/Other High-Technology	6%
Hospitality/Tourism/Recreation	6%
Internet/e-Commerce	4%
Retailer	4%
Government/Public Service	2%
Journalism/News Organizations	2%
Magazine/Publishing	2%

## Primary Job Functions

Public Relations: Agency	21%
Advertising: Account Service	10%
Business: Marketing Communication	10%
Public Relations: Corporate	10%
Business: Management	8%
Business: Sales	8%
Business: Customer Service	8%
Business: Marketing	6%
Education: Teaching	6%
Event Planning/Coordination	4%
Advertising: Media	2%
Education: Administration	2%
Journalism: Editor/Copy Editor	2%
Non-Profit: Fundraising	2%
Public Relations: Non-Profit	2%
Government/Public Service	2%

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

Bachelors	
<i>Respondents</i>	63
Yes	44%
No	56%

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

Bachelors	
<i>Respondents</i>	65
Zero	3%
One	15%
Two	17%
Three	28%
Four or More	37%

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

Bachelors	
<i>Respondents</i>	66
For Academic Credit	94%
For the Experience Only	75%
Paid Internships	63%
Unpaid Internships	80%

How helpful were internships in preparing them for the workforce?

Bachelors	
<i>Respondents</i>	61
Very Helpful	72%
Somewhat Helpful	25%
Not Very Helpful	3%

From whom did they seek career advice?

Bachelors	
<i>Respondents</i>	66%
CCS Career Advisors	49%
Other College of Communication Faculty/Staff	36%
Career Exploration Center Career Counselors	8%
Other UT Faculty/Staff	26%
UT Alumni	35%
Family Members	59%
Bosses/Supervisors/Co-Workers	62%
Peers/Fellow Students	61%

Were they connected with Career Services?

Bachelors	
<i>Respondents</i>	66
Yes	89%
No	11%

When did they connect with Career Services?

Bachelors	
<i>Respondents</i>	57
Senior Year	11%
Junior Year	30%
Sophomore Year	26%
First Year	33%

2009 Public Relations Graduates: Demographics

Survey Group	Responses	%
Radio-Television-Film Graduates	148	45%
Gender		
	% of Survey Group	% of Response Group
Female	84%	91%
Male	16%	9%
Ethnicity		
	% of Survey Group	% of Response Group
American Indian/Alaskan Native	-	-
Asian	10%	6%
Hispanic or Latino	14%	11%
Black or African American	6%	7%
White	69%	76%
International Students	1%	-

How Useful were Communication Career Services: BS Recipients

Service (n=52)	Very Useful	Somewhat Useful	Neutral	Not Very Useful	Not Useful at All	Did Not Use
Career Advising by Appointment	37%	21%	6%	2%	-	35%
Drop-in/Walk-in Career Advising	21%	23%	17%	2%	-	37%
Pre-law Advising	10%	10%	10%	-	-	71%
Email Notices	44%	33%	13%	4%	-	6%
AccessUT	44%	19%	8%	2%	-	27%
CareerSource	33%	35%	2%	2%	-	29%
Seminars and Workshops	2%	8%	13%	4%	2%	71%
Job and Internship Fairs	12%	42%	8%	17%	8%	13%
Career Library Resources	10%	15%	8%	2%	-	65%
Career Services Web Site	19%	44%	21%	-	-	15%
On-Campus Recruiting	10%	23%	13%	4%	6%	44%
HireStandards Blog	15%	12%	4%	2%	4%	63%
Social Media (Twitter, LinkedIn, Facebook)	10%	8%	10%	8%	2%	63%
Informational Handouts	13%	31%	13%	4%	-	38%
Employment Data Reports	6%	23%	12%	4%	-	56%

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
5W Public Relations	Account Coordinator	Doc's Bar & Grill	Marketing Manager	Tony DeLeon & Associates	Office Manager
Academic Success Program	College Advisor	Edelman	Intern	US Government	Federal Investigative Assistant
Alden Hotel	Executive Meeting Manager	Edelman Digital	Assistant Account Executive	Venables Bell & Partners	Assistant Account Manager
Any Baby Can of Austin	Development Associate	Emler Swim School	Office Manager	Walton Isaacson	Account Coordinator
Austin Convention & Visitors Bureau	Marketing Communications Coordinator	Houston Independent School District	Special Education Math Teacher	Washingtonian magazine	Advertising Sales Assistant
Austin Technology Council	Marketing Associate	IMB Connecting	Journeyman	WCG-- WeissComm Group, Global Communications Agency	Account Associate
Aztec Promotional Group	Account Manager	INK Public Relations	Assistant Account Executive	Wellington Group, LLC	Consultant
Blood:Water Mission	Accounting Assistant	Jewish Community Center	Youth Advisor	WhaleShark Media	Site Operations Coordinator
BookPros, LLC	Client Development Coordinator	Ketner Group PR + Marketing	Account Coordinator		
Brilliant Magazine	Assistant Editor	LoneStar Logos & Signs	Inside Sales		
Burson-Marsteller	Special Assistant to Global Vice Chair Karen Hughes	National Instruments	Media Relations and Social Media Coordinator		
Burson-Marsteller	Global Digital Coordinator	National Instruments	Regional Coordinator		
Caldwell Building Company	Assistant Project Manager	Nereus Worldwide	Account Coordinator		
Car2go, Daimler	Office Manager	NetSuccess Interactive, Inc.	Online Marketing Specialist		
Carroll ISD Highland Hark ISD	Substitute Teacher	Pierpont Communications Inc.	Assistant Account Executive		
ChaiONE	Engagement Manager	Restaurant Freedom	Social Marketing Manager		
Champs Sports	Assistant Manager	Spiceworks	Marketing Communications Coordinator		
Cohn & Wolfe	Assistant Account Executive	Spire Consulting Group	Consultant		
Connect Realty	Online Marketing Manager	State Farm Insurance	Sales/Customer Service		
Cornerstone Mortgage	Personal Assistant and Marketing Coordinator	Stephen F Austin Inter-continental Hotel	Guest Services Agent		
Crocs, Inc.	Public Relations/Marketing Assistant	T3	Public Relations Coordinator		
CSO Research	Client Account Liaison and Trainer	The Active Network	Public Relations Coordinator		
Digitas	Analyst	The Richards Group	Brand Public Relations		

UT Degree and Major	Current Degree (in progress)	University/Graduate Institution	Field of Study
BS-PR	J.D. (Law degree)	Texas Tech School of Law	Law
BS-PR	J.D. (Law degree)	Tulane University Law School	Law
BS-PR	Master of Arts degree	The University of Texas at Austin	Advertising
BS-PR	Master of Education	Vanderbilt University	Higher Education Administration
BS-PR	Master of Science degree	Georgia state university	Early childhood education



## 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](mailto:ccsmain@austin.utexas.edu)

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