

PUBLIC RELATIONS GRADUATES 2010

What are they doing?

	Bachelors
<i>Respondents</i>	74
Employed Full-Time	74%
Employed Part-Time	5%
Self-Employed	11%
In Graduate School	1%
Not Employed	8%

If not employed, are they seeking employment?

	Bachelors
<i>Respondents</i>	4
Yes	100%
No	-

Are their jobs related to their majors?

	Bachelors
<i>Respondents</i>	56
Directly Related	34%
Somewhat Related	57%
Not at All Related	9%

Are they satisfied with their jobs?

	Bachelors
<i>Respondents</i>	56
Very Satisfied	46%
Somewhat Satisfied	41%
Neutral	5%
Not very Satisfied	7%

When did they start looking for work?

	Bachelors
<i>Respondents</i>	62
6+ mo. before graduation	10%
5-6 mo. before graduation	16%
3-4 mo. before graduation	27%
1-2 mo. before graduation	36%
After graduation	11%

When did they find their jobs?

	Bachelors
<i>Respondents</i>	56
Prior to or upon graduating	41%
Within 2 mo. of graduation	18%
Within 4 mo. of graduation	20%
Within 6 mo. of graduation	21%

Earnings Breakdown

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

	Bachelors
<i>Respondents</i>	54
Under \$15,000	6%
\$15,001-20,000	4%
\$20,001-25,000	7%
\$25,001-30,000	20%
\$30,001-35,000	32%
\$35,001-40,000	17%
\$40,001-45,000	13%
\$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>	52
Austin Area	54%
DFW Area	19%
Houston Area	8%
Elsewhere in Texas	4%
California	8%
New York	8%
Elsewhere	-

Where did they look for work?

	Bachelors
<i>Respondents</i>	62
Around the World	8%
Around the Country	35%
Texas Only	34%
Central Texas Only	23%

Industry Sectors

Advertising/Marketing/Public Relations	50%
Computer/Other High-Technology	9%
Non-Profit/Charities/Social Service	7%
Academics/Education/ Education Services	7%
Hospitality/Tourism/Recreation	7%
Entertainment/Media Production/The Arts	4%
Business Services	4%
Sports/ Sports Management	4%
Banking/Insurance/Other Financial Services	2%
Telecommunications	2%
Retailer	2%
Health/Healthcare Services	2%

Primary Job Functions

Public Relations: Agency	22%
Business: Marketing Communication	12%
Public Relations: Corporate	10%
Advertising: Account Service	8%
Advertising: Media	8%
Event Planning/Coordination	6%
Business: Human Resources	4%
Business: Marketing	4%
Education: Administration	4%
Non-Profit: Fundraising	4%
Public Relations: Non-Profit	4%
Business: Sales	2%
Business: Management	2%
Business: Research	2%
Business: Customer Service	2%
Education: Teaching	2%
Entertainment: Talent/Performance	2%
Non-Profit: Advocacy	2%

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

Bachelors	
<i>Respondents</i>	70
Yes	40%
No	60%

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

Bachelors	
<i>Respondents</i>	71
Zero	1%
One	18%
Two	28%
Three	25%
Four or More	27%

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

Bachelors	
<i>Respondents</i>	70
For Academic Credit	69%
For the Experience Only	67%
Paid Internships	77%
Unpaid Internships	76%

How helpful were internships in preparing them for the workforce?

Bachelors	
<i>Respondents</i>	70
Very Helpful	69%
Somewhat Helpful	24%
Neutral	7%

From whom did they seek career advice?

Bachelors	
<i>Respondents</i>	62
CCS Career Advisors	61%
Other College of Communication Faculty/Staff	73%
Other UT Faculty/Staff	23%
UT Alumni	39%
Family Members	55%
Bosses/Supervisors/Co-Workers	60%
Peers/Fellow Students	66%

Were they connected with Career Services?

Bachelors	
<i>Respondents</i>	71
Yes	94%
No	6%

When did they connect with Career Services?

Bachelors	
<i>Respondents</i>	64
Senior Year	8%
Junior Year	36%
Sophomore Year	40%
First Year	16%

2009 Public Relations Graduates: Demographics

Survey Group	Responses	%
Radio-Television-Film Graduates	156	39%
Gender		
% of Survey Group		% of Response Group
Female	83%	84%
Male	17%	16%
Ethnicity		
American Indian/Alaskan Native	0%	0%
Asian	8%	4%
Hispanic or Latino	20%	13%
Black or African American	3%	0%
White	69%	84%
International Students	0%	0%

How Useful were Communication Career Services: BS Recipients

Service	Very Useful	Somewhat Useful	Neutral	Not Very Useful	Not Useful at All	Did Not Use
Career Advising by Appointment	27%	27%	5%	3%	3%	34%
Drop-in/Walk-in Career Advising	8%	30%	8%	8%	-	45%
Pre-law Advising	5%	7%	10%	2%	-	77%
Email Notices	34%	45%	11%	5%	-	5%
AccessUT	45%	31%	11%	3%	2%	8%
CareerSource	40%	37%	11%	7%	2%	3%
Seminars and Workshops	3%	13%	2%	2%	3%	66%
Job and Internship Fairs	16%	31%	13%	23%	3%	15%
Career Library Resources	3%	23%	10%	5%	-	60%
Career Services Web Site	21%	57%	11%	2%	2%	8%
On-Campus Recruiting	13%	16%	16%	7%	2%	47%
HireStandards Blog	11%	32%	10%	7%	2%	39%
Social Media (Twitter, LinkedIn, Facebook)	11%	31%	16%	5%	-	37%
Informational Handouts	9%	31%	13%	2%	2%	45%
Employment Data Reports	10%	32%	15%	5%	2%	37%

UT Communication Career Services conducted an online employment survey of the 2010 graduates of the College of Communication approximately six months after graduation. 585 replied – 41% of the total group of 1434 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—2010

Undergraduate Students

Employer	Title	Employer	Title	Employer	Title
AT&T	Level 1 Public Relations Manager	JPMorgan Chase	Technology Analyst	TopGolf USA	Event Planner & Salesperson
Austin Toros	Account Executive and Media Relations Assistant	Keystone Media International	Media Buyer	United Way Capital Area	Marketing and Communications Specialist
Bank of America	Professional Teller	LatinWorks	Assistant Account Executive	VIRGEN Inc.	PR Account Executive
Barr Mansion and Artisan Ballroom	Event Coordinator	Mattress Giant	Marketing Communications Coordinator	VM Foundry	Account Coordinator
Brinker International	Public Relations Coordinator	Mental Health America of Texas	Communications Specialist	Waggner Edstrom Worldwide	Intern
Capital Sports & Entertainment	Marketing Communications Coordinator	Mercury Mambo	Account Coordinator	Waggner Edstrom Worldwide	Account Coordinator
Cohn & Wolfe	Assistant Account Executive	National Instruments	Regional Coordinator	Walt Disney Company	Publicity Coordinator
Cort Furniture Rental	Human Resources Coordinator	Neo@Ogilvy	Digital Development Program Associate	Weber Shandwick	Account Coordinator
Creative Artists Agency	Assistant	Northside ISD	Tutor	Weber Shandwick	Public Relations Intern
Frank Erwin Center, University of Texas at Austin	Communications and Marketing Representative	OrgSync	Marketing Coordinator	Weber Shandwick	Assistant Account Executive
Gerson Lehrman Group	Survey Associate	Pierpont Communications	Paid Intern	Whole Foods Market	Global Media Relations Intern
Girl Scouts of Central Texas	Online Media Specialist	Publicis Modem	Associate Media Planner	Young Life	Staff Intern
Harrison & Shriftman	Account Coordinator	Q1Media	Account Manager	Zambezi	Assistant Account Executive
HC&B Healthcare Communications	Account Coordinator	Range Online Media	Account Manager		
Healix	Clinical Program Coordinator	ReachLocal	Web Presence Professional		
Houston Food Bank (AmeriCorps Vista program)	Development Associate	ReachLocal	Web Presence Professional		
Hyde Park Bar and Grill	Waitress	Restaurant Freedom	Social Marketing Manager		
Indeed	Office Manager/HR Support	Rock Steady Music	Publicist		
Interlex Communication, Inc.	Public Relations Associate	Sigma Solutions, Inc.	Communications Specialist		
		Starcom Worldwide	Media Associate		
		Texas Independent Producers & Royalty Owners Association	Director of Communications		
		The David Group	Account Coordinator		
		The University of Texas	Administrative Assistant		
		The University of Texas at Austin	Administrative Assistant		
		The University of Texas at Austin	Communications and Member Relations Coordinator		

UT Degree and Major	Current Degree (in progress)	University/Graduate Institution	Field of Study
PR-BS	JD (Law Degree)	South Texas College of Law	Law
PR-BS	JD (Law Degree)	Southern Methodist University	Law
PR-BS	JD (Law Degree)	The University of Michigan Law School	International Trade Law
PR-BS	JD (Law Degree)	University of Florida Levin College of Law	Law
PR-BS	JD (Law Degree)	Villanova University School of Law	Law
PR-BS	JD (Law Degree)	The University of Texas Law School	Law
PR-BS	JD (Law Degree)	The University of Texas School of Law	Law





Go to <http://communication.utexas.edu/ccs>

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

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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

512-471-9421

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