

Advertising First Destination Employment Survey, 2013 Graduates

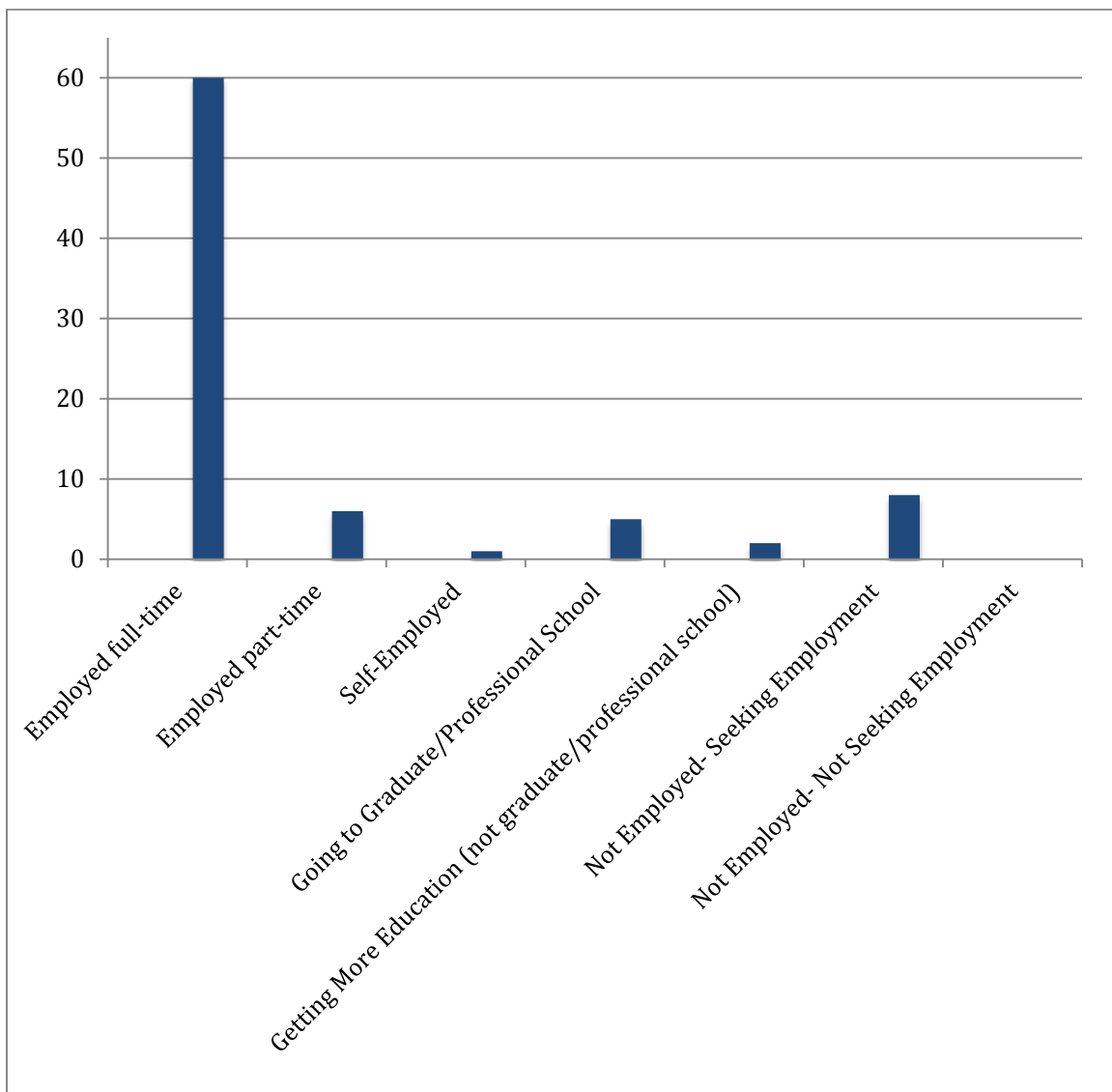
1. What degree did you receive from the UT Moody College of Communication in 2013?

Respondents: 78

Bachelor of Science	97.5%
Master of Arts	0%
Master of Science	2.5%
Doctorate	0%

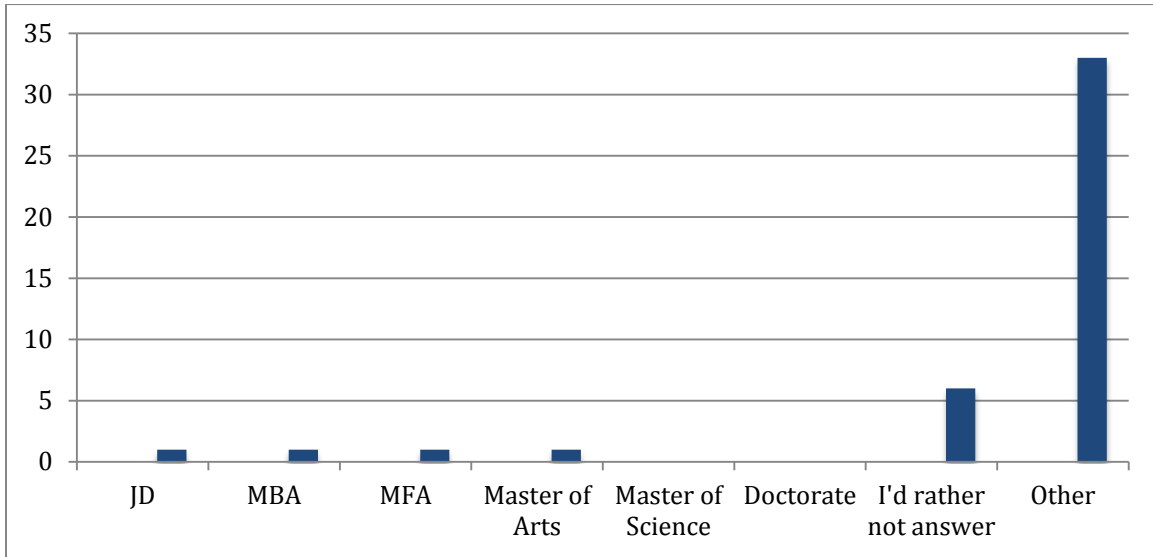
2. Which of the following best describes your current situation? You may select more than one answer.

Respondents: 82



3. If continuing your education, what graduate/professional degree or additional education are you pursuing?

Respondents: 43



4. If continuing your education, what is your field of study?

- Advertising
- Art Direction
- Computer Science
- Human Resources
- Law
- Nonprofit Studies
- Sales
- Statistics/Programming
- Visual/Graphic Design/Conceptual Art

5. If employed, who is your current employer? If you are self-employed, please enter "self."

Adoption Advocates, Inc.; A Little Bundle, LLC	iCrossing, formerly at Carat	Sony Music Entertainment
All Web Leads	Indeed	Spiceworks
Anthony Travel Inc.	ISN	Springbox
BancVue	Kantar Media	State Preservation Board
Bed Bath & Beyond; City of Austin	Highland Homes	Solar Winds
Bromley Communications	Kwitken + Company	Sylvan Learning Center
C3 Presents	LIN Digital	Sylvan Learning Center
Capital Sports & Entertainment	Mambo Restaurants	Texas Instruments
Dell Inc.	McGarrah Jessee	Texas Instruments
DraftFCB	New Waterloo Partners	The Event Lounge
Electronic Arts	nFusion	The Richards Group
Enterprise	Offers.com	The University Of Texas
Enterprise RAC	Ogilvy & Mather	The University of Texas at Austin
Globe Runner	Oracle	Tilted Chair Creative
Google	Patient Conversation Media	TopSpot Internet Marketing
GPO	Proof Advertising	Univision Communications
HCB Health	Saffire Events	Weber Shandwick
	SaleAMP	

6. If employed, what is your title?

Account Coordinator	Human Resource Assistant	National Account Coordinator
Account Manager	Inside Product Specialist	National Account Manager
Advertising Salesperson/ Event Coordinator	Job Quality Moderator	Paid Search Associate
Affiliate Marketing Specialist	Jr. Art Director	Production Assistant
Art Director	Jr. Copywriter	Product Coordinator
Assistant Account Executive	Jr. Online Media Account Manager	Project Manager, Intern
Assistant Media Planner	Local Search Strategist	Research Insights Associate
Associate	Management trainee	RxWiki Social Media
Associate Account Executive	Marketing & Creative Services Coordinator	Sales Associate
Brand Media Planner	Marketing Assistant	Sales Representative
Content Strategist	Math Instructor	Senior Operations Manager
Corporate News Associate	Media Associate	SEO and Branding Marketer
Digital Marketing Coordinator	Media Coordinator	SEO Specialist
Event Coordinator	Media/Sales Assistant	Strategic Planning Intern
Front-End Associate; Intern	Membership Assistant	Web Analyst

7. In what city/geographical location are you employed?

Respondents: 62

Austin/Central Texas	58%
Dallas/Fort Worth Area	14.5%
Houston Area	6.5%
Greater San Antonio Area	1.5%
Elsewhere in Texas	1.5%
California	1.5%
New York	11.5%
Washington DC Area	0%
Elsewhere	5%

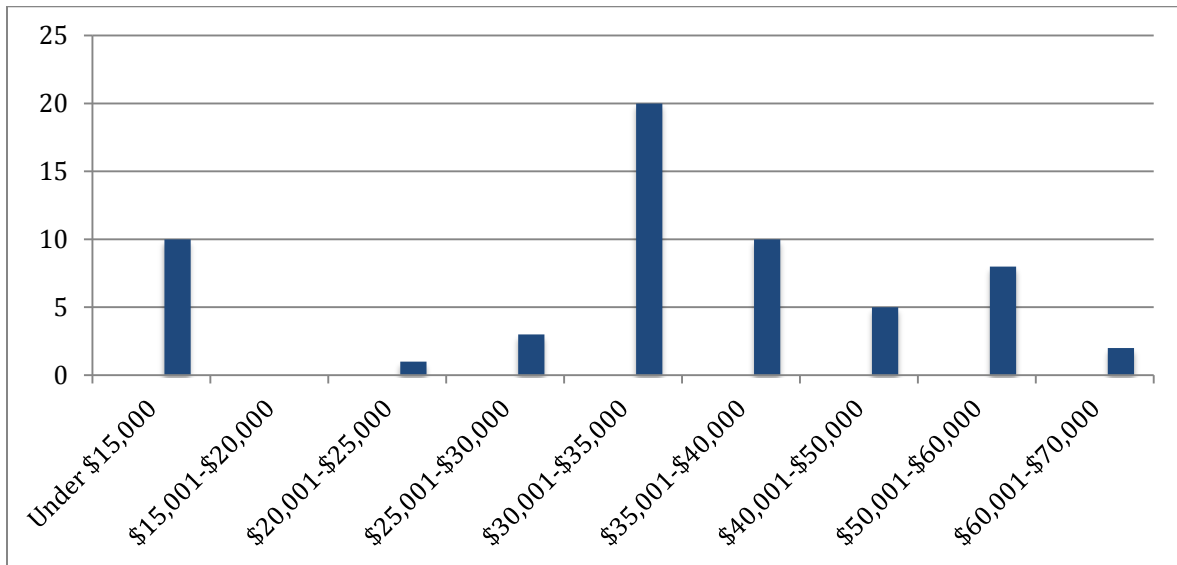
If "Elsewhere," please enter the city, state, and country (when not in the US) where you are employed:

Chicago, Illinois

8. What is the range of your annual salary/compensation?

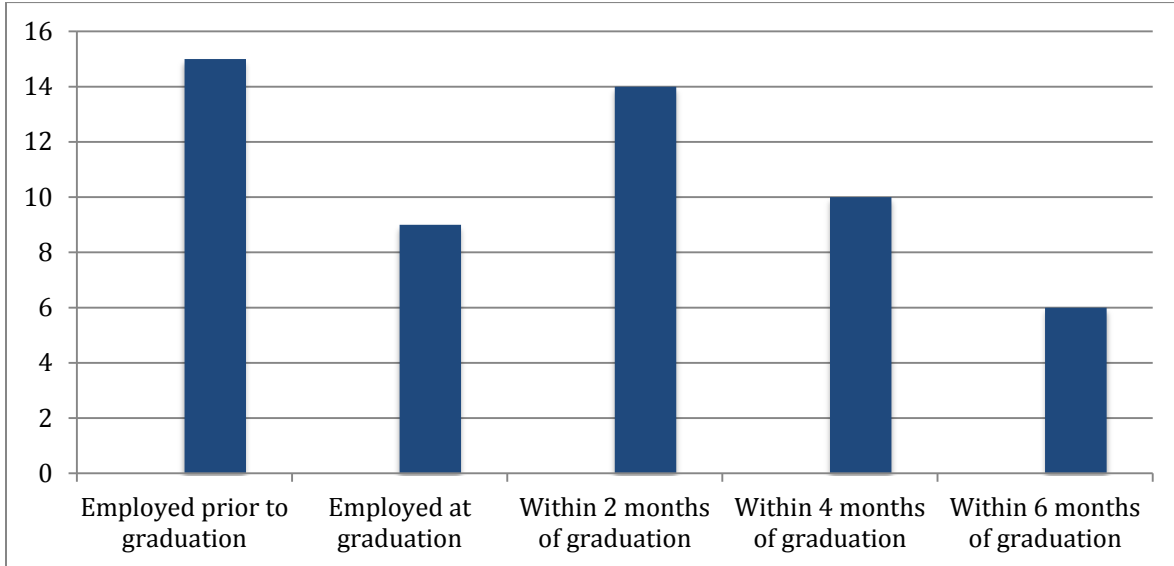
Is it...?

Respondents: 60



9. When did you find employment? Or if self-employed, when did you start your business?

Respondents: 54



10. Did you complete any internships before graduating?

Respondents: 57

Yes	100%
No	0%

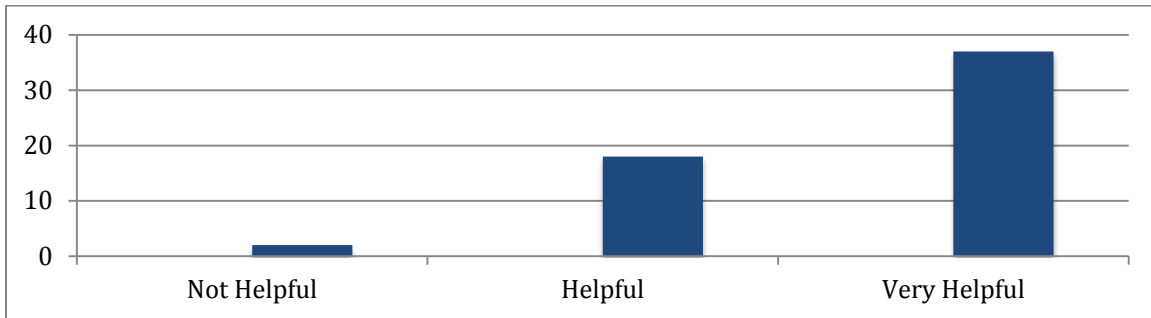
11. Were these internships paid or unpaid?

Respondents: 75

Paid	54.7%
Unpaid	45.3%

12. In your opinion, how helpful are internships in preparing students to enter the workforce?

Respondents: 57



13. From whom did you seek career advice while you were at UT? Please choose all that apply.

