MOST PROMISING MINORITY STUDENTS

ACADEMIC PROFILE & EMPLOYMENT SURVEY TOP LINE RESULTS 2007

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47 students who participated in the AAF Most Promising Minority Students program in New York City, February 9, 2007, completed an onsite questionnaire regarding their employment preferences. Below is a summary of results.

- Of the 55 respondents, 47 were Most Promising Finalists and 8 were on the Honor Roll.
- Students ranged in age from 20–41, with an average age of almost 22.
- 73% of students were female and 27% male.
- Almost three-fourths were members of AAF student chapters.
- About 42% are participating this semester in the AAF’s National Student Advertising Competition (NSAC) for Coca-Cola.
- More than half (62%) identified themselves as advertising majors, followed by marketing.
- 37% decided on advertising as a major in high school.
- Almost 60% declared advertising as their first major.
- Primary factors contributing to students’ decision to study advertising were “looking at ads in the media” (44%), an “advertising professional with whom you are acquainted” (33%), “depictions of advertising on television and in movies” (33%), college advisors (26%), college professors (22%).
- 75% plan on working in the field of advertising after graduation, 11% plan on going to graduate school, and 10% are not sure on what they plan to do.
- The most popular geographic markets in which to work are New York, followed by Chicago, San Francisco and Los Angeles.
- The most popular types of companies students would like to work for are advertising agencies (74%), client companies (62%), multicultural agencies (58%), and media companies (28%).
- Almost three-fourths of students said they would be interested in working in account management (71%), followed by research/account planning (42%), marketing (33%) and art direction (27%).
- Over three-fourths of the students believe their degree has prepared them for a job in the field of advertising and/or marketing.
- Though they agree that salaries are not as high in advertising as in other fields, they find advertising jobs more interesting than other jobs.
- Most feel very confident that they would have a positive impact on the company that hires them.
- Students view their minority status as an advantage rather than a disadvantage in their job search.
- Almost all students believe they would benefit from having a professional mentor as they begin their career.
• 90% of the students believe that minority employees in advertising are just as likely to be given mainstream/general marketing projects as they are to work on projects related to their personal racial/ethnic market/media.

• More than 90% believe to some degree that increasing agency employment diversity will help clients address shifting demographics and 85% agree that hiring minority employees helps the general market advertising agencies become more profitable.

• Almost 70% disagree that advertising employers do not genuinely want minority employees working for them.

• As of February 9, 2007, 76% of the students had not yet applied for jobs, 11% had applied and not received any offers, and 8% (4 students) had accepted offers.

• Over half (53%) said advertising recruiters had visited their campuses in the past year.

• Students, on average, expected to make $32,300 annually when they graduated and $55,000 after five years.