MOST PROMISING MINORITY STUDENTS

ACADEMIC PROFILE & EMPLOYMENT SURVEY TOPLINE RESULTS 2008

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50 students who participated in the AAF Most Promising Minority Students program in New York City, February 5-7, 2008, completed an onsite questionnaire regarding their employment preferences. Below is a summary of results.

- Of the 50 respondents, 48 were Most Promising Finalists and 2 were on the Honor Roll.
- 40 were members of an AAF Student Chapter (82%).
- 19 were currently working on the National Student Advertising Competition (38%).
- 37 (74%) were advertising majors.
- 38 (76%) were female and 12 (24%) were male.
- Student age ranged from 20-42. Mean age was 22.7 years; the mode was 21 (27 people). The largest racial demographic was Asian American (31%), followed by African American (29%) and Hispanic (15%).
- 26% said they made the decision to study advertising in high school; 23% decided in their freshman year of college; 35% decided on advertising in their sophomore year of college; 14% decided in their junior year of college.
- The most important sources of information in the decision to study advertising were depictions of advertising careers in TV or movies (42%), ads in the media (42%), college professors (28%), advertising professionals (26%), friends (26%), aptitude tests (24%), and college advisors (20%).
- 72% planned to work in advertising/marketing after graduation. 14% were unsure. 18% planned to attend graduate school. 2% planned to work in a non-advertising/marketing field. 6% had other plans (These numbers add to more than 100% because some students checked more than one option).
- The most popular markets in which to work were Chicago (72%), New York (70%), Los Angeles (58%), San Francisco (50%), and Boston (40%).
- 86% felt their degree adequately prepared them for an advertising/marketing career.
- 72% felt their minority status was an advantage in finding jobs.
- Desired types of companies for entry-level jobs were client companies (76%), general market ad agencies (76%), minority/multicultural ad agencies (36%), and media companies (32%).
- Desired types of jobs were advertising account executive/account management (62%), marketing (54%), research/account planning (44%), art director (22%), copywriter (20%), media planning (20%), sales (14%), media buy (8%), and web design (2%).
- 56% had not yet applied for jobs. 22% had applied but had not received offers. 8% had received offers that they had not accepted. 6% had received and accepted offers of $56,000 (healthcare professional), $45,000 (advertising), and $42,000 (marketing).
- Average expected starting salary was $35,000. Average expected salary after five years was $65,000.