AMERICAN ADVERTISING FEDERATION

MOST PROMISING MINORITY STUDENTS

ACADEMIC PROFILE & EMPLOYMENT SURVEY TOPLINE RESULTS 2009

by Jami Fullerton, Ph.D., Oklahoma State University
Alice Kendrick, Ph.D., Southern Methodist University
44 students who participated in the AAF Most Promising Minority Students program in New York City, February 3–5, 2009, completed an onsite questionnaire regarding their employment preferences. Below is a summary of results.

- Of the 44 respondents, 39 were Most Promising Finalists and 5 were on the Honor Roll.
- 36 were members of an AAF Student Chapter (82%).
- 19 were currently working on the National Student Advertising Competition (43%).
- 36 (82%) were advertising majors.
- 34 (77%) were female and 10 (23%) were male.
- Student age ranged from 21-27. Mean age was 21.6 years.
- African Americans and Hispanics were equal in number at 13 each (29.5%) followed by Asians at 12 (27.3%). There was one Native American and 5 students indicated mixed race.
- When asked if they knew advertising professionals prior to coming to the MPMS program in New York, the participants said that they knew, on average, five ad professionals well, but only two were minority professionals. Additionally, they knew, but not so “well”, seven advertising professionals. Of those, three were minorities. More interesting, half (50%) indicated that they did not know any advertising professionals and more than half (64%) did not know any minority professionals. However, 66% said that they had advertising career mentors, some of whom presumably are not advertising professionals (may be college professors, friends not in the business).
- 38% said they made the decision to study advertising in high school; 33% decided in their freshman year of college; 19% decided in their sophomore year of college; 9% decided in their junior year of college.
- The most important sources of information in the decision to study advertising were ads in the media (48%), college professors (36.4%), aptitude tests (32%), and college advisors (29.5%), advertising professionals (27%), depictions of advertising careers in TV or movies (21%), friends (18%).
- 84% planned to work in advertising/marketing after graduation. 9% were unsure. 5% planned to attend graduate school. 2% planned to work in a non-advertising/marketing field.
- The most popular markets in which to work were New York (86%), Chicago (80%), Los Angeles (45%), Boston (38%), San Francisco (36%) and Washington D.C. (36%).
- Desired types of companies for entry level jobs were general market ad agencies (80%), client companies (68%), minority/multicultural ad agencies (55%), and media companies (30%).
- Desired types of jobs were advertising account executive/account management (66%), marketing (36%), art director (30%), media planning (27%), research/account planning (25%), media buyer (16%) copywriter (12%), sales (7%).
• **61% had not yet applied for jobs.** 25% had applied but had not received offers. 9% had received offers that they had not accepted. 5% (2 students) had received and accepted offers.

• Average expected starting salary was $33,000 (vs. $35,000 in 2008). Average expected salary after five years was $57,500 (vs. $65,000 in 2008).

• Despite the severe economic recession that occurred during late 2008 and early 2009, the number of offers were approximately equal to 2008, though salary expectations were down somewhat.