MOST PROMISING MINORITY STUDENTS

ACADEMIC PROFILE & EMPLOYMENT SURVEY TOPLINE RESULTS 2012

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52 students who participated in the AAF Most Promising Minority Students program in New York City, February 1–3, 2012, completed an onsite questionnaire regarding their employment preferences. Below is a summary of the results.

- Of the 52 respondents, 23 were working on the 2012 National Student Advertising Competition.
- **39 (75%)** were female and 13 (25%) were male.
- Student age ranged from 21-28. **Mean age was 21.9 years.**
- **46 (88%)** were advertising majors.
- **Over one-third of students were Hispanic with 18 participants (35%)** followed by 12 Asians (23%), nine African-Americans (17%), and four Native Americans (8%). Eight students chose “Other” (15%), writing in answers including mixed, Filipino, and Surinamese. One student chose “White, Non-Hispanic (2%)”.
- 6% said they made the decision to study advertising in junior high/middle school; 25% decided in high school; 23% decided as freshmen in college; **27% as college sophomores**; 12% as juniors; 6% as seniors.
- **42% said advertising was their first choice** when deciding a major/concentration.
- The most important sources of information in the decision to study advertising were a college advisor/professor (52%), looking at ads in the media (35%), other sources (25%), internship/job (23%), and advertising professional (acquaintance) (19%).
- **87% plan to work in advertising/marketing after graduation.** Only one student each said they wanted to attend graduate school (1.9%) or work in a non-advertising/marketing field (1.9%). 5.8% said they were unsure. 3.8% chose “other”.
- The most popular markets in which to work were New York and Chicago (both 92%), followed by Boston (69%), Los Angeles (67%), San Francisco (65%), Miami (52%), Portland (46%), Dallas (44%), Atlanta (42%), Minnesota (25%) and Detroit (17%).
- The most desired types of companies for entry level jobs were a general market advertising agency, second was an advertiser (client company), third was a digital advertising agency, followed by a production company, a media agency, a minority/multicultural advertising agency, a marketing research firm, and media and Internet companies.
- Of students who expected to pursue a job in advertising/marketing, the most preferred position was advertising account executive/account management, followed by creative art director, copywriter, brand management, media planner, website designer/programmer, research/account planning, advertising sales, and media buyer.
• When asked about beginning their careers, respondents agreed most strongly with the statements “I feel that I could benefit from having a professional mentor as I begin my advertising career” (M=4.75), “When I graduate from college, I expect to work in an advertising-related job” (M=4.51), and “Starting salaries for jobs in advertising are generally not as high as starting salaries in other fields” (M=4.32). The only statement with which they didn’t agree was “Because advertising companies do not pay enough at the entry level, they may not attract the best talent” (M=2.55).

• When asked about diversity in advertising (question 15), students only agreed with one statement, “Hiring minority employees helps general market advertising agencies become more profitable” (M=4.09). The rest of the items resulted in neutral to negative responses. Students most strongly disagreed with the statement “Advertising employers do not genuinely want minority employees working for them” (M=1.94), followed by “Professional isolation is common among minorities in advertising” (M=2.01) and “People who work at a ‘multicultural agency’ (such as a Latino agency) on a multicultural account will find it difficult to switch to a ‘general market’ agency on a general market account” (M=2.26).

• Each respondent had been contacted by a mean of 2.82 MPMS recruiters prior to the program.

• 7.7% of respondents said they started their job search within 0-3 months of the survey. 58% started their job search within 4-6 months. 23% started their job search within 7-12 months. 7.7% had been searching for a job for more than a year.

• Four students (7.8%) had participated in no interviews since beginning their job search. 30 students (58%) had been interviewed by 1-5 recruiters. 12 students (23%) had met with 6-10 recruiters since starting their search. Four students (7.8%) stated they had met with more than 10 recruiters.

• Only one student (1.9%) said they received and accepted a full-time job offer. 10 students (19%) had received an offer but had not accepted yet. 23 respondents (44%) had not yet applied for any positions and, therefore, had not been made any offers. 13 students (25%) had applied for at least one position but did not have any offers.

• 31 students (60%) stated that at least one recruiter for an advertising/marketing-related position had visited their campus during the last year. 13 students (25%) said no recruiter had visited their campus in the last year. Five students (10%) said they were not sure if any advertising/marketing recruiters had visited their school.

• Students reported a mean expected starting salary of $38,822.53 (compared to $35,000 in 2008). In five years, they expected to be earning a mean salary of $61,937.98 (vs. $65,000 in 2008).