MOST PROMISING MINORITY STUDENTS

ACADEMIC PROFILE & EMPLOYMENT SURVEY TOPLINE RESULTS 2013

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47 students who participated in the AAF Most Promising Minority Students program in New York City, February 4–6, 2013, completed an onsite questionnaire regarding their employment preferences. Below is a summary of the results.

- Of the 47 respondents, 18 were working on the 2013 National Student Advertising Competition.
- 42 (89%) of the respondents stated that their expectations were met for the MPMS program.
- **35 (74%) were female** and 12 (26%) were male.
- Student age ranged from 20-28. **Mean age was 21.9 years.**
- **41 (87%) were advertising majors.**
- **Over one-third of students were Hispanic with 17 participants (36%)** followed by 15 Asians (32%), nine African-Americans (19%), and two Pacific Islanders (4%). Three students chose “Other” (6%), writing in answers including Multiethnic and Multi-Racial. One student chose “White, Non-Hispanic (2%)”.
- 2% said they made the decision to study advertising in junior high/middle school; **32% decided in high school;** 23% decided as freshmen in college; 26% as college sophomores; 11% as juniors.
- **45% 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 (51%)**, looking at ads in the media (47%), internship/job (23%), friends (21%) and depictions of advertising careers in TV or movies (21%).
- **89% plan to work in advertising/marketing after graduation.** Four students said they wanted to attend graduate school (9%), and two plan to work in a non-advertising/marketing field (4%). One student said they were unsure (2%) and one (2%) chose “other”.
- The most popular market in which to work was New York (87%), followed by San Francisco (72%), Chicago (70%), LA (66%), Portland (60%), Boston (55%), Miami (40%), Dallas (34%), Minneapolis (26%), Atlanta (21%) 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 minority/multicultural advertising agency, a media 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 brand management, research/account planning, media planner, creative art director, copywriter, advertising sales, website designer/programmer, and media buyer.
• When asked about beginning their careers (question 14), 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=4.80), “When I graduate from college, I expect to work in an advertising-related job” (M=4.68), and “I expect to work long hours (60-80 hours per week) in the advertising business” (M=4.45).

• When asked about diversity in advertising (question 15), students agreed with two statements, “Increasing agency employment diversity will help clients address shifting demographics” (M=4.68) and “Hiring minority employees helps general market advertising agencies become more profitable” (M=4.53). 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=1.91), 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=2.13).

• Each respondent had been contacted by a mean of 1.82 MPMS recruiters prior to the program.

• 53% of respondents said they started their job search within 0-3 months of the survey. 19% started their job search within 4-6 months. 17% started their job search within 7-12 months. 11% had been searching for a job for more than a year.

• Four students (9%) had participated in no interviews since beginning their job search. 32 students (68%) had been interviewed by 1-5 recruiters. Eight students (17%) had met with 6-10 recruiters since starting their search. Two students (4%) stated they had met with more than 10 recruiters.

• Four students (9%) said they received and accepted a full-time job offer. Seven students (15%) had received an offer but had not accepted yet. 19 respondents (40%) had not yet applied for any positions and, therefore, had not been made any offers. 16 students (34%) had applied for at least one position but did not have any offers.

• 25 students (53%) stated that at least one recruiter for an advertising/marketing-related position had visited their campus during the last year. 18 students (38%) said no recruiter had visited their campus in the last year. Two students (4%) said they were not sure if any advertising/marketing recruiters had visited their school.

• Students reported a mean expected starting salary of $34,204 (compared to $38,822.53 in 2012). In five years, they expected to be earning a mean salary of $53,372 (vs. $61,937.98 in 2012).