Response Rate — Undergraduate Students

- 595 surveys mailed
- Mass Communication, Advertising and PR: 44 surveys returned, 56%
- Film and Television: 15 surveys returned, 19%
- Journalism: 20 surveys returned, 15%
- 79 surveys returned, 13%

Response Rate — Graduate Students

- 595 surveys mailed
- Communication Studies: 1 survey returned, 4%
- Advertising: 8 surveys returned, 31%
- Public Relations: 7 surveys returned, 27%
- Journalism: 4 surveys returned, 15%
- Broadcast Journalism: 4 surveys returned, 15%
- Television: 2 surveys returned, 8%
- 26 surveys returned, 4%

Internships — Undergraduate Students

- 81% completed an internship while at Boston University
- 95% rated internship experience as a “4” or “5” out of 5
- Average internship rating was a 4.5

Internships — Graduate Students

- 84% completed an internship while at Boston University
- 76% rated their internship experience as a “4” or “5” out of 5
- Average internship rating was a 4

Job Search Length — Undergraduate Students

- 14% Less than one month
- 50% 1 - 4 months
- 20% Five or more months
- 16% Didn’t provide an answer
- 27% Didn’t provide an answer

Job Search Length — Graduate Students

- 8% Less than one month
- 46% 1 - 2 months
- 19% Three or more months
- 14% Less than one month
- 20% Five or more months

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### Department of Mass Communication, Advertising and Public Relations

**Employment — Undergraduate Students**
- 79% Employed in Communications
- 14% Employed in Other Fields
- 2% Attending Graduate School
- 5% Unemployed

**Employment — Graduate Students**
- 94% Employed in Communications
- 6% Employed in Other Fields
- 0% Unemployed

**Salary — Undergraduate Students**
- 17% Make less than $30,000
- 39% Make between $30,000 and $35,000
- 27% Make between $35,000 and $40,000
- 17% Make more than $40,000

**Salary — Graduate Students**
- 19% Make less than $35,000
- 56% Make between $35,000 and $45,000
- 25% Make more than $45,000

**Positions Include**
- Junior Account Executive
  - Trinity Comm., MA
- Assistant Search Planner
  - Neo@Ogilvy, NY
- Public Affairs Specialist
  - Department of Defense, DC
- Project Mgmt Coordinator
  - J. Paul Getty Trust, CA
- Agent Trainee
  - William Morris Agency, NY
- Assistant Account Executive
  - Porter Novelli, NY
- Public Relations Specialist
  - Girl Scouts, TX
- Marketing Coordinator
  - NY Design Center, NY
- Public Relations Assistant
  - MGA Entertainment, CA
- Associate Copywriter
  - Digitas, MA
- Associate Copywriter
  - Staples, Inc., MA
- Art Director
  - Hook, SC
- Account Executive
  - Publicis New York, NY
- Client Sales-Victoria’s Secret
  - The Limited Brands, OH
- Director of Marketing
  - Ross Communications, CA
- Cause and Event Marketing Associate
  - Boston Medical Center, MA
- Account Executive
  - Lewis PR, MA
- Manager of Marketing & Comm.
  - The University of Toledo, OH
- International Communication & Development Coordinator
  - The Association for Civil Rights, Israel
- Insights Coordinator
  - Cone, Inc., MA
- Reprints Coordinator
  - Jones & Bartlett Pub., MA
- Marketing Assistant
  - Pearson Education, MA
- Web Producer
  - Boston.com, MA
- Editorial Assistant
  - Boston Herald, MA
- Junior Designer
  - Penguin Group, NY
- Reporter
  - MLB.com, NY
- Assistant News Editor
  - The Daily Transcript, CA
- Sports Reporter
  - Laredo Morning Times, TX
- Reporter
  - Newport Daily News, RI

**Managing Editor**
- Soccer New England, MA
- Reporter / Producer
- Capital News 9, NY
- News Assignment Editor
- KESQ News ABC, CA
- Anchor / Reporter
- KYMA-TV, AZ
- Public Relations Coordinator
- Howard Ruben PR, CA
- Copywriter
- Redcats USA, MA
- Editorial Assistant
- The Knot, Inc., NY
- Program Editor
- Playbill, NY
- Assistant Editor
- Shambhala Publications, MA

### Department of Journalism

**Employment — Undergraduate Students**
- 80% Employed in Journalism
- 20% Employed in Other Fields
- 0% Attending Graduate School
- 0% Unemployed

**Employment — Graduate Students**
- 100% Employed in Journalism
- 0% Employed in Other Fields
- 0% Unemployed

**Salary — Undergraduate Students**
- 45% Make less than $30,000
- 25% Make between $30,000 and $35,000
- 30% Make more than $35,000

**Salary — Graduate Students**
- 38% Make less than $30,000
- 50% Make between $30,000 and $45,000

**Positions Include**
- Assistant
  - Endeavor Agency, CA
- Production Assistant
  - Midnight Entertainment, CA
- Video Production Intern
  - Chow.com, CA
- Agent Trainee
- William Morris Agency, NY
- Post Production Assistant
  - 20th Century Fox, CA
- Television Publicity
  - Warner Bros., CA

**Assistant to the Senior VP of Production**
- ABC Entertainment, CA

**Assistant Editor**
- AMC, NY

**Production Assistant**
- The Florence Henderson Show, CA

**Executive Assistant**
- Endemol, CA

### Department of Film and Television

**Employment — Undergraduate Students**
- 74% Employed in Film and Television
- 13% Employed in Other Fields
- 0% Attending Graduate School
- 13% Unemployed

**Employment — Graduate Students**
- 100% Employed in Film and Television
- 0% Employed in Other Fields
- 0% Unemployed

**Salary — Undergraduate Students**
- 53% Make less than $30,000
- 20% Make between $30,000 and $35,000
- 27% Make more than $35,000

**Salary — Graduate Students**
- 100% Make between $30,000 and $50,000