

Post Graduation Activities

College of Communications

The Pennsylvania State University
Class of December 2007 – August 2008

College of Communications Post Graduation Activities by Degree

		Post-graduation Plans					
		Employment		Further Education		Personal Goals (ie, travel, family)	
		Count	Percent	Count	Percent	Count	Percent
Associate	Male	1	50.0%			1	50.0%
Bachelor	Male	41	89.1%	3	6.5%	2	4.3%
	Female	113	86.3%	13	9.9%	5	3.8%
Master	Female	1	50.0%	1	50.0%		
Doctoral	Male	1	100.0%				
	Female	2	100.0%				

**Status of College of Communications Graduates who Selected "Employment"
as their Primary Post-Graduation Goal**

		Employment Status					
		Full time		Part time		Seeking Employment	
		Count	Percent	Count	Percent	Count	Percent
Associate	Male	1	100.0%				
Bachelor	Male	24	58.5%	4	9.8%	13	31.7%
	Female	78	69.0%	12	10.6%	23	20.4%
Master	Female					1	100.0%
Doctoral	Male			1	100.0%		
	Female	1	50.0%			1	50.0%

College of Communications Average Starting Salaries by Degree

		Salary				
		Valid N	Average	50th Percentile	25th Percentile	75th Percentile
Associate	Male	N=1	35,000	35,000	35,000	35,000
	Total	N=1	35,000	35,000	35,000	35,000
Bachelor	Male	N=22	32,600	33,750	27,175	38,000
	Female	N=64	33,821	33,200	28,625	38,000
	Total	N=86	33,509	33,450	28,375	38,000
Doctoral	Female	N=1	55,000	55,000	55,000	55,000
	Total	N=1	55,000	55,000	55,000	55,000

Job Search Methods Used by Employed College of Communications Graduates

		Degree Received					
		Associate		Bachelor		Doctoral	
		Count	Column %	Count	Column %	Count	Column %
Method/Source	Heard about job from a friend			17	16.3		
	Heard about job from PSU alum			23	22.1		
	Career Services			17	16.3		
	Penn State Career Fair			16	15.4		
	Academic or Faculty Referral			11	10.6		
	Worked previously for employer (co-op, intern, or part-time)			19	18.3		
	Web advertisement			17	16.3	2	100.0
	Print ad (newspaper, magazine)			4	3.8		
	Employment agency			3	2.9		
	Cold call/application	1	100.0	8	7.7		
	Other			16	15.4		

Percent of total responses. A respondent might have used more than one method.

College of Communications Post-Graduation Activity by Department/Program

		Post-graduation Plans					
		Employment		Further Education		Personal Goals (i.e., travel, family)	
		Count	Percent	Count	Percent	Count	Percent
Associate	JOURN Journalism	1	100.0%				
	MEDIA Media Studies					1	100.0%
Bachelor	AD-PR Advertising-Public Relations	73	89.0%	8	9.8%	1	1.2%
	FILM Film and Video	10	76.9%	1	7.7%	2	15.4%
	JOURN Journalism	51	86.4%	5	8.5%	3	5.1%
	MEDIA Media Studies	9	100.0%				
	TELCM Telecommunications	11	78.6%	2	14.3%	1	7.1%
	Other/Not Listed	1	100.0%				
Master	MEDIA Media Studies	1	50.0%	1	50.0%		
Doctoral	MASSC Mass Communications	4	100.0%				

**Status of College of Communications Graduates who selected "Employment"
as their Primary Post-Graduation Goal by Department/Program**

		Employment Status					
		Full time		Part time		Seeking Employment	
		Count	Percent	Count	Percent	Count	Percent
Associate	JOURN Journalism	1	100.0%				
Bachelor	AD-PR Advertising-Public Relations	55	75.3%	2	2.7%	16	21.9%
	FILM Film and Video	6	60.0%	1	10.0%	3	30.0%
	JOURN Journalism	31	60.8%	8	15.7%	12	23.5%
	MEDIA Media Studies	5	55.6%	1	11.1%	3	33.3%
	TELCM Telecommunications	6	54.5%	4	36.4%	1	9.1%
	Other/Not Listed					1	100.0%
Master	MEDIA Media Studies					1	100.0%
Doctoral	MASSC Mass Communications	2	50.0%	1	25.0%	1	25.0%

College of Communications Average Starting Salaries by Department/Program

		Salary				
		Valid N	Average	50th Percentile	25th Percentile	75th Percentile
Associate	JOURN Journalism	N=1	35,000	35,000	35,000	35,000
Bachelor	AD-PR Advertising-Public Relations	N=47	36,065	35,000	30,000	40,000
	FILM Film and Video	N=5	33,900	33,500	29,000	39,000
	JOURN Journalism	N=23	27,726	27,500	20,000	35,000
	MEDIA Media Studies	N=5	36,100	35,000	26,250	46,500
	TELCM Telecommunications	N=6	33,167	33,500	28,000	38,000
Doctoral	MASSC Mass Communications	N=1	55,000	55,000	55,000	55,000