The College of Media at the University of Illinois offers undergraduate majors in Advertising, Agricultural Communications, Journalism and Media & Cinema Studies. Within the degrees of Agricultural Communications and Media & Cinema Studies, students choose concentrations in Advertising or Journalism and Media or Cinema Studies, respectively. Students can also receive certificates in Public Relations and Media Sales from the College. Media graduates accept employment at various organizations, including global firms, mid-sized regional companies, governmental agencies and non-profit organizations. Additionally, Media graduates are admitted to graduate programs and professional schools in Journalism, Law, Business, Media Management, Fashion and more.

![Number of B.S. Recipients by Major for Dec '13 - Aug '14](chart)

<table>
<thead>
<tr>
<th>Major</th>
<th>Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>Advertising</td>
<td>203</td>
</tr>
<tr>
<td>Journalism</td>
<td>30</td>
</tr>
<tr>
<td>Media &amp; Cinema Studies</td>
<td>21</td>
</tr>
<tr>
<td>AgComm</td>
<td>1</td>
</tr>
</tbody>
</table>

Student Experiences

“I am working my dream job at Major League Baseball and I owe a huge thanks to my time in the College of Media. I was exposed to a variety of opportunities and experiences through the College, along with having a group of passionate staff and faculty and a helpful alumni network at my disposal. I've never seen anyone, who was willing to put the necessary hard work in, leave unhappy after four years.”

Jamal Collier, Journalism - May '14

“As soon as I walked through the front doors of Gregory Hall, students, advisors and professors in the College of Media encouraged me to get involved. I joined a variety of clubs and RSOs - in and outside of the department of Advertising - to learn where my passions lie. From Strategy to Media and every step in between, the experiences I had within the College of Media helped me understand and plan my long term career goals.

I work at Schafer Condon Carter, where 10 of our 100 employees are College of Media alumni. I see these alumni on a daily basis, and am constantly reminded that experiences we gained as students within the College of Media were vital to our success after college.”

Hannah McClelland, Advertising - December '13

Undergraduate students participate in a variety of activities, clubs and societies — in addition to completing internships — that add value to their educational experience and aid in their professional development. These real-world experiences build off of classroom learning to ensure students are equipped with the tools for career success.

Professional Development Activities

- **Internship/Hands-on Learning Experience**: 86
- **Studied Abroad**: 37
- **American Advertising Federation (AAF)**
- **Assisted in Research**: 20
- **Illini Media (Daily Illini, WPGU, etc.)**: 27
- **Journalism, Advertising, and Media Students (BAMS)**
- **Public Relations Student Society of America (PRSSA)**
- **Other (National Association of Black Journalists, Society of Professional Journalists, etc.)**: 12

*Based on the number of respondents (289) to the 2014 Senior Survey.*
Professional Pursuits of College of Media Graduates

During the 2013-2014 academic year, the College of Media collected data for its Graduate Destination Survey. From the data collected, we learned that 85% of Media graduates\(^1\) secured placement (meaning they were employed, completing an internship, or graduate or professional school bound) by November 2014. Of those that secured placement, 70% accepted employment, 25% accepted internships, and 5% were enrolled in graduate or professional school. The remaining 15% of respondents were still seeking employment or graduate/professional school. The success of our graduates is a testament to the caliber of talent and quality of the educational experience at Illinois.

\(^1\)Data was voluntarily collected from 55% of College of Media graduates, and of those, 85% secured placement.

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Location of Full-Time Employment

Top Full-Time and Internship Employers (Based upon number hired)

<table>
<thead>
<tr>
<th>Conversant</th>
<th>Groupon</th>
<th>Starcom</th>
</tr>
</thead>
<tbody>
<tr>
<td>Digitas</td>
<td>Leo Burnett</td>
<td>Uline Shipping Supplies</td>
</tr>
<tr>
<td>FCB</td>
<td>Marketing Werks</td>
<td>University of Illinois</td>
</tr>
<tr>
<td></td>
<td>SPM Marketing &amp; Communications</td>
<td></td>
</tr>
</tbody>
</table>

Recruiting Talent from the College of Media

There were approximately 1,100 students enrolled in the College of Media in 2013-2014. Of those students, 68.5% were women, 16.1% were minority, and 8.2% were international. The average time to graduation was 8.2 semesters and the four-year graduation rate was 84.2% for the College of Media, compared to 69.1% for the campus as a whole.

Media Career Services was established in March 2013 and is part of the I-Link Network, an online system that allows employers to post positions, schedule interviews, and publicize on-campus recruiting events. I-Link connects employers with students and alumni from the University of Illinois through the following career services offices: ACES, Business, Chemical Sciences, Engineering, Fine and Applied Arts, Graduate College, Labor and Employment Relations, Library and Information Sciences, Media, The Career Center, and the Alumni Career Center.

If you are interested in recruiting talent from the College of Media at the University of Illinois, we can help!

**Media Career Services** | [media.illinois.edu/current/career](http://media.illinois.edu/current/career)
Jessica Hogue | 217.244.4329 | [jrleach@illinois.edu](mailto:jrleach@illinois.edu)