



傳理學院

School of Communication

What ad/comm. students are expecting for their career?

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topics

- Manpower situation of ad industry in Hong Kong
- Ad education
- A study of job aspiration of ad/pr students in Hong Kong


Manpower survey 2008

- 20 261 employees were engaged in the advertising and public relations sector
- 87% of them worked in companies with less than 50 employees
- 740 job vacancies (or 3.5% of the existing 21 001 posts)

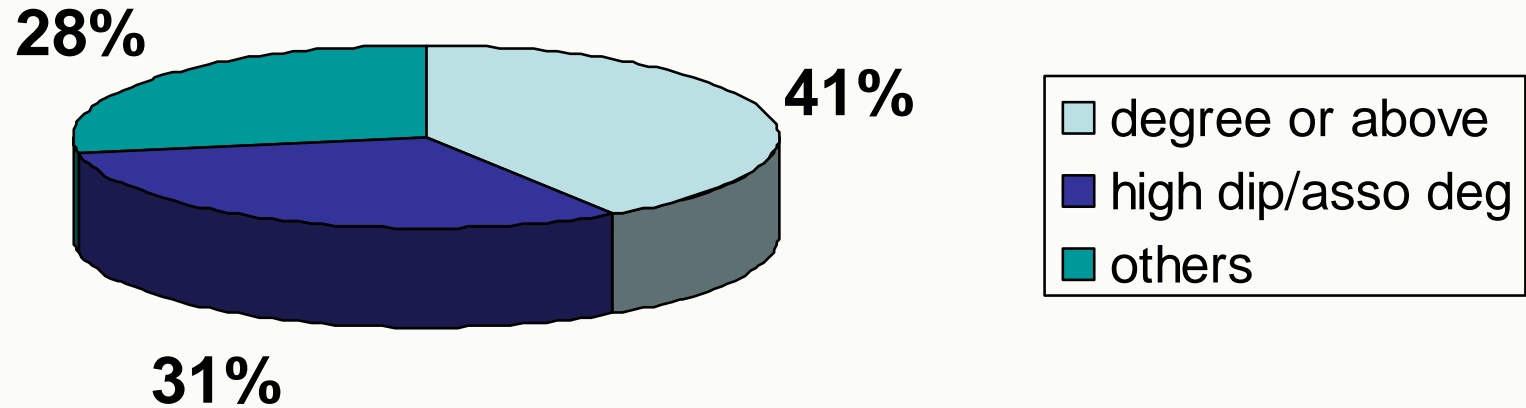
Source: Vocational Training Council



freelancing


- 20% of the companies employed freelancers
 - graphic artist / designer, translator, copy writer, visualiser, production assistant, editor, reporter and press photographer
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Education requirement



Advertising industry is one of the knowledge-intensive sectors that requiring more highly educated manpower.


Training needs

- language skills (such as Putonghua and English)
 - multimedia knowledge and applications
 - creativity and cultural insights
 - marketing and event management
 - website design
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Advertising education

- Hong Kong Baptist University, the first ad and pr education provider
- 40 undergrad students every year
- First program in Greater China accredited by IAA
- Recent addition of self-financed top up program for associate degree/higher diploma holders
- Expect to recruit 80 students every year
- Most comprehensive integrated communication management program with the longest history


Advertising education

- Similar programs offered by
 - City University of HK
 - Chinese University of HK
 - High diploma and associate degree programs offered by major universities in HK
 - And partnership universities in UK, USA, and Australia
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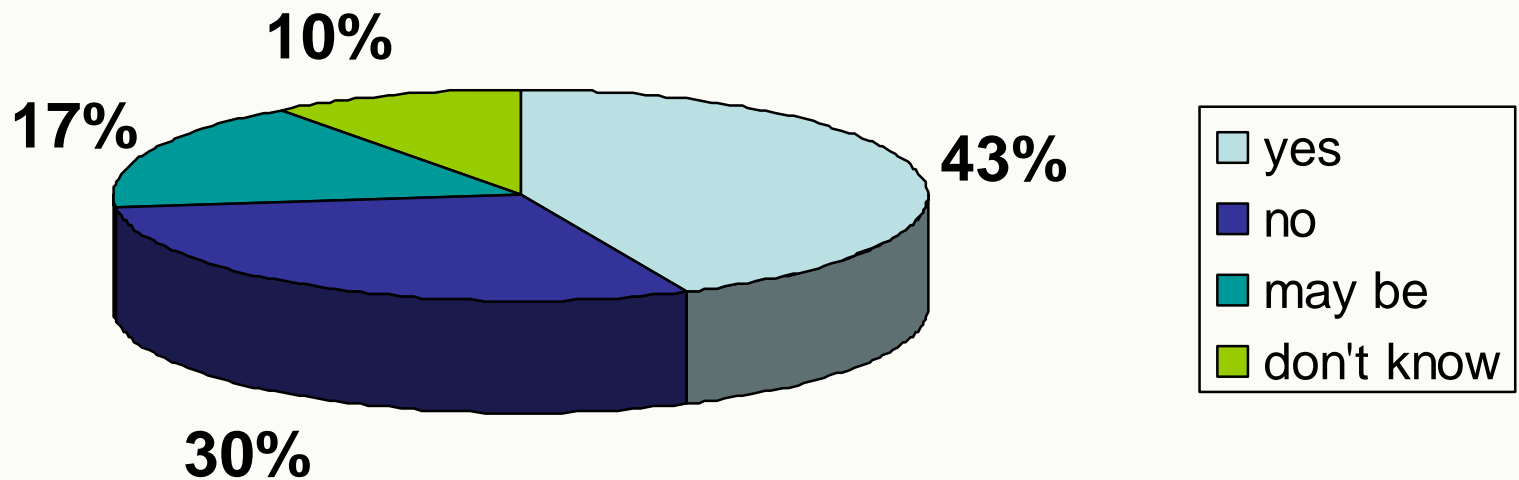
A study of ad/pr students

- Conducted in March 2008 and March 2009
- 3rd year students taking « advertising and society » class
- Sample size=59
- Response rate=95%

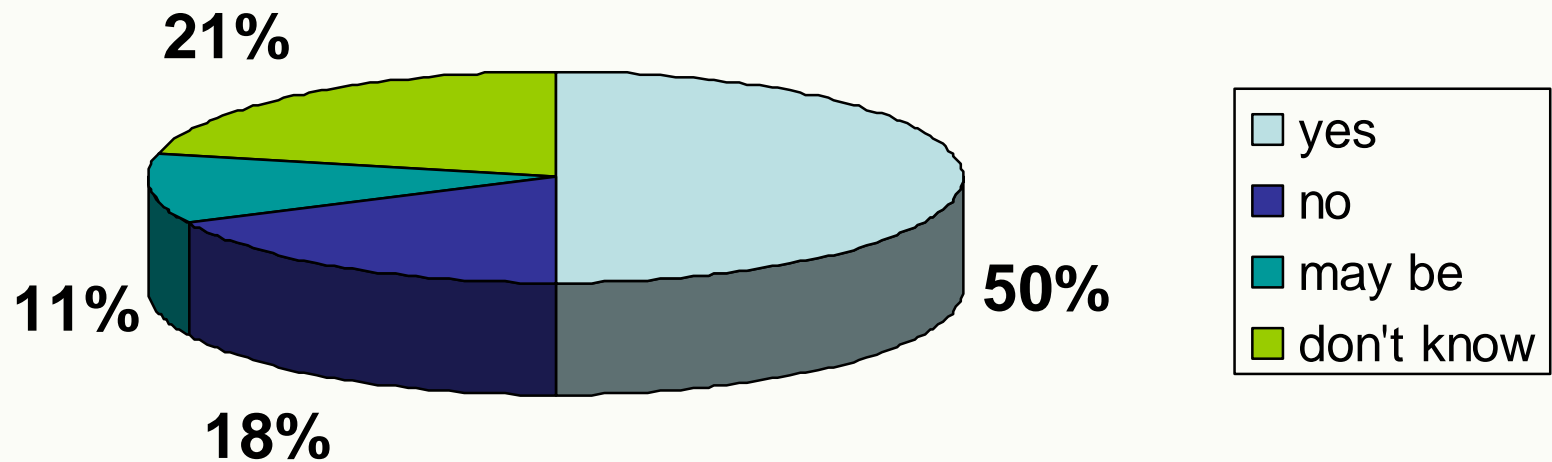
4 open ended questions

- Do you plan to start your career in ad/pr?
 - What do you think of the working environment of ad/pr industry?
 - What do you think of the pay/reward condition?
 - Please list 3 companies that you are most eager to work for
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Start your career in ad or pr? 2008




Start your career in ad or pr? 2009



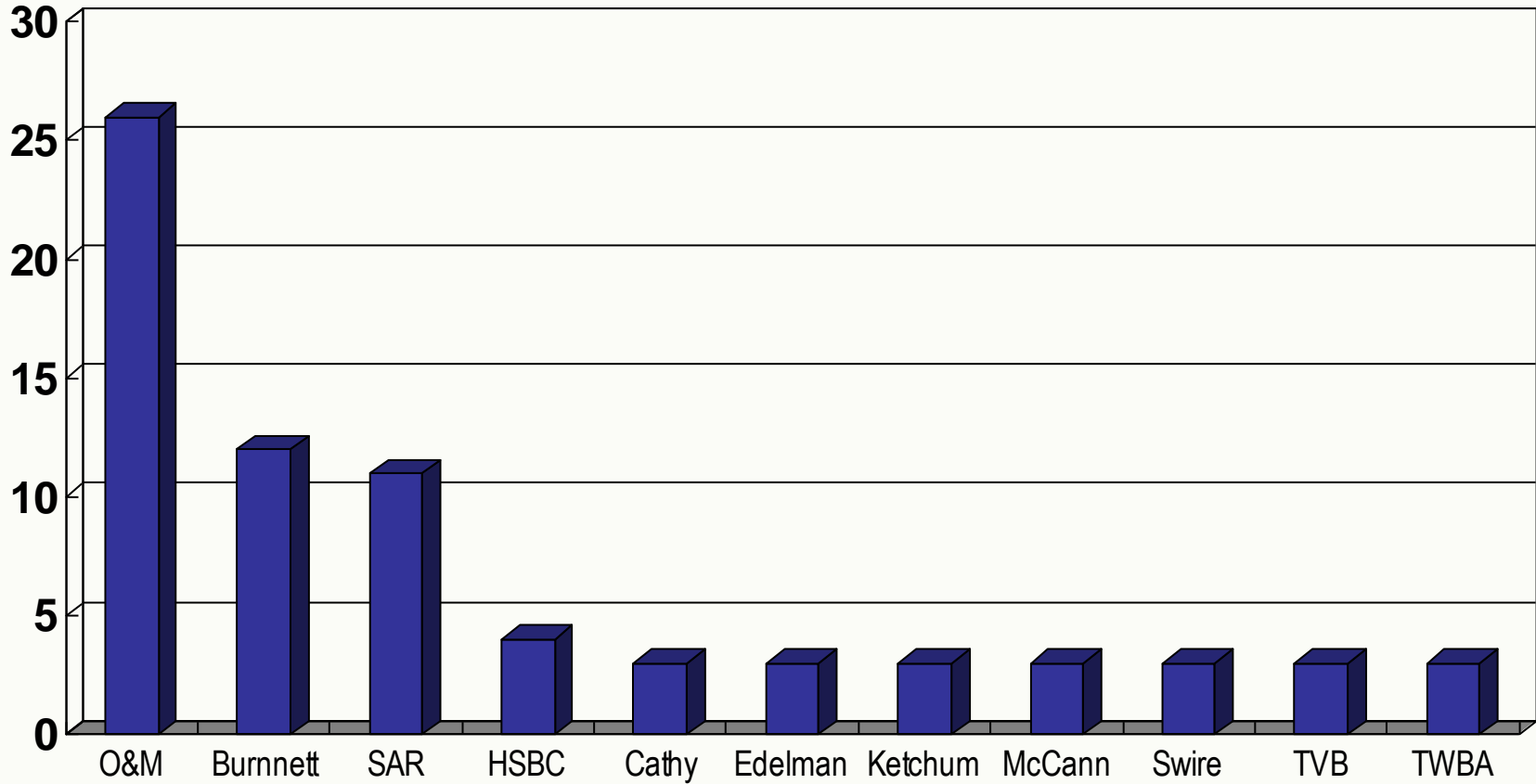
What attracts you?

- Challenging and competitive
 - Interesting and creative
 - Fast pace
 - Able to work on different products/services
 - A variety of tasks
 - Friendly working environment
 - Ability to influence people
 - International environment
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What bothers you?

- Low pay
 - long and irregular working hours
 - Upset personal/social life
 - No overtime pay
 - Economic downturn hits the industry
 - Lack of job security
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3 companies what to work



Implications for ad/pr educators

- Review the curriculum and job skills
 - E.g. Working environment of small/medium companies
 - Add course on entrepreneurship
 - Manage students' career expectations
 - Expand types of companies for firm visit and internship
 - Participate in local business associations
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Implications for the industry

- Improve working environment to attract top talents
 - Improve pay and reward conditions
 - Work with the university in firm visit, internship or service learning projects
 - Long term career development
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Thank you!