

Howard Community College Job Search Club
Counseling and Career Services
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JOB SEARCH RESEARCH

Using the resources listed under “Company and industry research” and “Occupational descriptions” on the Job Search Resources list, conduct research on your target industries, companies/employers, and jobs. The topics below are suggestions as to the type of information you should try to find, but you might find other helpful information in the course of your research. Record the information you find for discussion at the next job club meeting. The results of your occupational research will be used to complete an activity at the next job club meeting.

Company Research

- 1) Company mission, product and their industry
- 2) Key players, especially those related to your job function
- 3) Company’s reputation and financial status (Better Business Bureau) Projected growth rate of company, industry or occupation
- 4) Company’s size and revenue, funding or budget

Industry Research (e.g., The IT Industry)

- 1) Key people or companies in the industry
- 2) Industry trends, opportunities and challenges
- 3) Range of occupational titles specific to industry (e.g., network administrator)

Occupational Research

- 1) Typical duties
- 2) Required skills and training
- 3) Related occupations
- 4) Projected growth rate and salary ranges