**Suggested Research Plan**

**General Career Information**

☐ Go to the **Occupational Outlook Handbook**. Type your career field into the “search handbook” box.

**Company and Industry (Career Field) Information**

☐ Go to **LexisNexis Company Dossier** or **Business Insights: Global.** Search for your company and click on the company profile. Also look at related content. What is the primary industry your company is listed in? Also note if your company has a parent company.

**Your Company’s Industry is:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_   
NAICS is \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

☐ Go to **Business Source Complete**. On the right-hand side under Browse, click on Company Profiles. Type the name of your company in the search box and click on “Browse.” Double click on your company name. You can look at the MarketLine Report. Also look at the *Related Information* on the left side and click on “SWOT Analyses” and “Industry Profiles.”

**Advertisements**

☐ Go to **Google Images** and search this way: (“Company X and advertising and image”)

**Business Correspondence, Etc.**

☐ Explore some of the sources in the library for sample cover letters/resumes/thank you letters. Try these subject headings: interviewing, business communication, employment interviewing, resumes, cover letters.

**Research Help**

@ <http://library.lmu.edu/gethelp>

Online Chat