

Sample Assignment

Research and Explore Industry Clusters

Objective: Research and explore industry clusters from the Career Fair

Learning Outcomes:

- Students will be able to identify industry clusters and research companies.

Directions:

The Career Fair is organized around **eight (8) INDUSTRY CLUSTERS**. You can see them in the image below, or you can go directly to the Career Development Center webpage to see the same poster.



STEP 1: Research Clusters

Select two industry clusters and research them. For each industry, **write a short paragraph with the information (50-75 words) and post it to your group's WIKI page:**

1. Briefly, summarize this industry. That is, what is it?
2. Is this a growing industry? You can think about whether it is growing locally, at the state level, or nationally.
3. What kind of companies might fit into this industry? Find an example at each of these levels: local, state, national
4. What kind of jobs are included in this industry?
5. Why does this industry interest you?

Here are two useful links for this assignment.

- California Career Zone: [Job Families](#)
- Handout from the Library on researching Careers, click [here](#).

STEP 2: Research Companies

Now that you have narrowed down to two industries that interest you, you should go to the listing of companies that will be present at the Career Fair and **select one company in each industry that interest you**. Click here to go to their [webpage](#). You can use the industry key words to search out the companies that fall within those two categories.

STEP 3: Written Assignment

Select a company that interests you. Write a brief paragraph (25-50) words that you will post on your group's WIKI, for each company!

1. Is the Company local, state, national?
2. How big of a company is it? More or less than 50 employees? ([Buzzfile](#))
3. What is the main goal of the company? You can find this by going to the Company's webpage and looking around. Read their Mission Statement, About Us, etc.
4. What kind of positions does their company include? You can see if they have listed any jobs, but also on their webpage they might have a Career section.
5. Why are you interested in this company?

USEFUL LINKS:

Here are some sources that might help with this research:

- Career Development Center's '[7 Tips for Researching Companies](#)'
- [Step-by-Step Guide to Researching Companies](#)
- [Research a company before the job interview](#)
- [Monster.com](#) they have a useful Company Search engine and also some [Tips here](#).

Timeline:

Grading/Rubric:

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