**Week 2: Career and Company Research**

**Template and Grading Rubric**

This document contains the template you will use to complete this assignment. Save the file by adding your last name to the filename (e.g., Week2\_Career\_Company\_Research\_Template\_Smith.docx). Be sure to proofread and spell-check your work before you submit it.

A grading rubric is also available at the end of this document.

There are **TWO** parts to the Career and Company Research assignment.

**Part 1: The O\*NET Interest Profiler Assessment (14 points)**

Complete the O\*NET Interest Profiler Assessment, as explained on the Assignments page in the course.

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| **O\*NET Interest Profiler Assessment Results** |
| 1. What were your O\*NET results for each category?

RealisticInvestigativeArtisticSocialEnterprisingConventional |
| * 2. Depending on your selected Job Zone, which careers suggested by the O\*NET appealed to you the most?
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**Part 2: Company Research (58 points)**

Complete the table below and link your one-, two-, and five-year goals (recall that you identified these in the Week 1 Personality Analysis and Job Consideration Report) to specific company research.

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| **GOALS** | **One-Year Goal** | **Two-Year Goal** | **Five-Year Goal** |
| *(State your one-year goal here. Must be different from your two- and five-year goals.)* | *(State your two-year goal here. Must be different from your one- and five-year goals.)* | *(State your five-year goal here. Must be different from your one- and two-year goals.)* |
| **EMPLOYERS** | **Employer of Choice for One-Year Goal**  | **Employer of Choice for Two-Year Goal**  | **Employer of Choice for Five-Year Goal**  |
| Name, location(s), contact information |  |  |  |
| Products or services |  |  |  |
| Number of employees |  |  |  |
| Annual sales/profits/growth for the past year |  |  |  |
| Potential for growth of the firm and the industry as a whole |  |  |  |
| Major competitors |  |  |  |
| Mission or vision statement |  |  |  |
| Reputation |  |  |  |

**Part 3: Reflection (18 points)**

What do you plan to **do** to ensure you achieve your goals? Some questions you might reflect on in your response include: How will I penetrate the hidden job market? How will I expand my professional network? Are there skills I need to be working on to be more competitive as a candidate? How will I track my job search? What resources can I use to help me in my job search and how often should I be contacting them? How will I ensure my resumé and other job-search tools stay current? Where will I look for job leads? How will I hone my interviewing skills? **What will I do on a daily, weekly, monthly basis to ensure I am conducting the most proactive job search possible?**

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| **In order to achieve my goals, I will . . .***(Please state what you are going to* ***DO*** *on a daily, weekly, monthly, yearly basis to launch your career. A minimum of three activities per time frame is required.)* |