

Career Services, The College at Brockport, State University of New York

CareerBeam: Industry Database

Purpose:

The Industry Database uses some of the web's strongest industry research tools to seek out information on over 200 industries. Each *Industry Profile* contains a wealth of information on all types of industries that will help you both pinpoint the industries you're interested in and help you prepare for your job search.

Using the Database:

At the top of your CareerBeam home page, click the 'Industry' database link.

- The default screen for this database is the *Industries* page displayed in broad categories, such as *Finance and Insurance*, and *Technology and Communications*. There are two ways to do your search on this page:

- 1 By Industry Profiles. Start your search by entering a key word, like "advertising" or "CPA", and see where it leads you.
- 2 By Industry Profile Sectors. Click on one of the broad categories or click 'List all Profiles' to show the entire list by category.

- Once you have identified an industry to research, click its name to view the *Industry Profile*. You will also see a list of related industries that may be relevant to your research.

Each *Profile* includes the following information:

General Industry Overview Call Prep Questions (Conversation Starters) Recent Developments Financial Information Business Challenges Industry Forecast and Rating Trends and Opportunities Websites Executive Insight Glossary of Acronyms

- At the top of the page, the 'State & Provinces' tab enables you to search individual state (or Canadian province) profiles to obtain general employment, labor, census, and financial statistics.

Tips:

- When viewing a specific industry profile, use the questions from the *Call Prep (Conversation Starters)* section to put together intelligent questions to ask potential employers or for informational interviews
- To broaden your scope of research with related industries, refer to *Related Profiles* on the left hand side of each industry profile.
- Close out of the Industry database to get back to the CareerBeam homepage to access the other tools.