

## **Industry Awareness:** **What do you know about where you want to go?**

### **Definition**

Industry: the aggregate of manufacturing or technically productive enterprises in a particular field, often named after its principal product OR any general business activity or commercial enterprise.

Industry Examples: automobile, media and entertainment, investment management, pharmaceuticals and biotechnology, or tourism

Industry options can be found in your Handshake account - "my profile" under the "career interest" tab or in Vault - accessed through Handshake under the "Resources" tab.

### **Assignment – Create an Industry Awareness Document (Google or Word)**

Step 1: Select an industry that you could potentially work in pre-graduation and/or post-graduation

Answer the following questions:

- a) Why does this industry interest you?
- b) What is the name of a trade association (you could potentially join) related to this industry?
- c) What is the name of a trade journal or online resource within this industry? (Hint: many associations have related journals/resources)
- d) What is the industry outlook?

Step 2: Select three companies/organizations connected to this industry

- a) Why are these companies interesting to you?
- b) What are their primary products/services?
- c) What kind of web presence do they have (website, social media, etc.)

Step 3: Entry level positions (optional - print and attach job postings)

- a) What are two entry-level positions related to this industry that you could apply to after graduation (or internships)?
- b) Based on the job descriptions, what are 2-3 skills you need to develop as an undergraduate to be considered a strong candidate for these positions?

### **Featured Links:**

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