

# HOW **2** guide: Career Development by Industry

Career Development consists of both career exploration (identifying career paths) and the job search (obtaining employment in your chosen field.) This guide is intended to assist you in both areas by reviewing the industries in which work is performed.

## Career Exploration

Some students may find they want to define their career path more by the industry they want to work in rather than a particular occupation. For example, students may say, “I want to pursue something related to professional sports” or “I’m interested in the publishing industry.” They may not know in what capacity (job) – they are simply intrigued by some aspects of that work environment. Exploring the world of work by industry may also be helpful for undecided students, or students with majors that are not limited to a particular field. Review the list of industries below. While not all-encompassing, it represents many of the major industries. Do any sound interesting or appeal to you? If so, put a check next to it. Gather more information as to the types of jobs available in the industries you checked.

## Job Search

Most jobs involve two dimensions: the nature of the work performed (occupation) and the context in which it is performed (industry or field.) Use information about industries to either expand a job search or narrow it down. For example, students looking for a position in marketing or accounting should not confine their job search to only marketing or accounting firms. Companies within many of the industries listed below hire marketing and accounting professionals. A job search can be quickly *expanded* by adding targeting industries. On the other hand, a Management major, for example, may need to *narrow* his/her career goals by targeting specific industries in which to search.

**Gathering more information:** Using Internet resources is an easy place to start.

- For example, if you were interested in a career in “sports,” simply Google “sports careers.” While this approach may seem rather unsophisticated, you may be surprised by how much information you can access. In particular, look for websites for professional associations. You may also find job listing sites for that field, which are a great way to see possible career paths.
- To identify employers within a particular industry, use [www.zoominfo.com](http://www.zoominfo.com), a free online database.
- A more advanced search could involve using the online databases available through FGCU Library Services.

- |  |  |
|--|--|
| <input type="checkbox"/> Accounting                                    | <input type="checkbox"/> Human & Social Services                       |
| <input type="checkbox"/> Advertising/Marketing/Public Relations        | <input type="checkbox"/> Insurance                                     |
| <input type="checkbox"/> Arts/Entertainment/Music/Theatre              | <input type="checkbox"/> Law & Legal Services                          |
| <input type="checkbox"/> Computer & Information Technology             | <input type="checkbox"/> Law Enforcement, Security & Safety            |
| <input type="checkbox"/> Education (Higher)                            | <input type="checkbox"/> Manufacturing                                 |
| <input type="checkbox"/> Education (K-12)                              | <input type="checkbox"/> News & Broadcast Media                        |
| <input type="checkbox"/> Energy  | <input type="checkbox"/> Non-Profit                                    |
| <input type="checkbox"/> Engineering/construction/architecture         | <input type="checkbox"/> Publishing (books, magazines)                 |
| <input type="checkbox"/> Engineering (civil, environmental, etc.)      | <input type="checkbox"/> Real Estate                                   |
| <input type="checkbox"/> Financial Services & Banking                  | <input type="checkbox"/> Retail  |
| <input type="checkbox"/> Food and Agriculture                          | <input type="checkbox"/> Sports (parks, professional, intercollegiate) |
| <input type="checkbox"/> Government (local, state, federal)            | <input type="checkbox"/> Telecommunications                            |
| <input type="checkbox"/> Health Care (medical, nursing, allied health) | <input type="checkbox"/> Transportation                                |
| <input type="checkbox"/> Hospitality & Travel                          | <input type="checkbox"/> Wholesale Trade                               |