Career Research

Researching companies and industry trends helps you better understand the needs of organizations and decide the skills you need to obtain to be a competitive candidate in the field. Use this guide to conduct research on your career direction, as well as prepare for interviews.

Tools for career research by topic

ADVERTISING

- AdClub: Jobs, agency directory, classes, Brandathon [theadclub.org/jobboard/jobs]
- Ad Age: Lookbooks, job search, salary info, creativity info, news, events [careers.adage.com]
- Ad Week: Industry information and job board [jobs.adweek.com]
- Redbooks- Ad Agency Directory (must be accessed through the BU Library)
- Advertising Crossing: Job search, job board, career tips [advertisingcrossing.com]
- American Advertising Federation: Professional organization, job bank, student competition, career fairs ([jobs.aaf.org/jobs/])
- Advertising Educational Foundation: Career advice, ad agency structure, articles, guides, list of ad associations [aef.com/building-talent/career-guide]

PUBLIC RELATIONS

- O’Dwyer’s PR: PR firm listing & ranking, company profiles
- PR Crossing: Job search, job board, PR Career tips [prcrossing.com]
- PRSA Public Relations Society of America: Professional organization for PR with job board [prsa.org/]
- The Publicity Club of New England: local PR professional organization with events and job board [pubclub.org/job-bank/]
- PR Daily: [prdaily.com/Main/Home.aspx]
- PR News: Job board, articles, events, PR firm finder, list of PR Links [jobs.prnewsonline.com]
- PR Week: Job list/search, PR agencies list with info, articles and case studies. [prweek.com/us]
- Bulldog Reporter: They host webinars on PR and give awards, find out which organizations are doing innovative work in the field [bulldogreporter.com]

FILM & TV

- Entertainment Careers: Studio structure, job board, salary info
- Mandy.com: Job board, listings for production jobs
- Massachusetts Film Office: Casting & crew calls, events
- Media Match: Company list/profiles, job search/board, list of industry professionals with profiles

JOURNALISM

- Massachusetts Broadcasters Association: Radio and TV Jobs, events, resources
- American Society of Magazine Editors: Magazine job board, internship, resources, awards, events
- Journalism Jobs: Job board/search, resources for journalism research, fellowships, awards, salaries, career articles
- Corporation for Public Broadcasting: Jobs, internships, funding, reports

ADDITIONAL RESOURCES

- Explore pathfinder ([bu.edu/com/ homepage]
- Websites that outline career paths to common careers [learnhowtobecome.org/] and [onetonline.org]
Are you a good fit?

When learning more about an organization or a career field, consider if you would be a good fit.

**Consider your “VIPS” Values, Interests Personality and Skills**

Your ideal career is going to be some combination of your Values, Interests Personality and Skills (VIPS).

- **Values**: Ex: do you enjoy a career with fixed hours and stability or do you enjoy traveling and adventure as part of your career?
- **Interest**: Ex: What topics interest you? What do you enjoy learning about?
- **Personality**: Ex: The Myers Brigs Type Indicator (MBTI). The MBTI is available for students who want to discuss this further.
- **Skills**: Ex: What are you good at and what do you enjoy? Can you develop skills to get closer to your career goals?

**Use the company’s website to find out about its goals and products.**

- Figure out what the company and the department do. How does the department fit in the company?
- How big is the company (number of employees and locations)? How long has it been around?
- Is it public? Private? Non-profit?
- Who are the clients?
- Where is it located (locally or around the world)? Where would you work?
- How is the company involved with the community? Does it donate to or volunteer at charities?
- What’s the company culture? What are some employee perks? What opportunities are available for advancement, learning, or training?
- What’s their mission statement? Their objectives? How do their goals, opportunities, and positions fit with you and your goals?

**Look on third party sites (LinkedIn, news sites, etc.) to research the industry.**

- Who are the competitors? How do they compare?
- How much is the company worth? How are stocks doing (long and short term)?
- What are some challenges they face? What are some of their strengths?
- What are trends in the industry?
- What’s the reputation?
- Is it downsizing? Growing?
- How long do people tend to work there? Why do they leave? What do they go on to next?

**Start with the job description to understand what the employer looks for in ideal candidates**

- Analyze the posting. What skills are they asking for? How many years of experience? What majors or degrees do they want?
- Which skills are required for the job?
- What kind of personality do they want in a candidate? What kinds of soft skills do you need?
- What programs, equipment will you be using?