

**Dream Job & Dream Employer Assignment**

**I. Dream Job**

*Conducting career research using the following tools can help you identify careers that are of interest to you and that have a positive outlook for the future...so called “Dream Jobs.” They can also help you identify the skills, knowledge and abilities that will be in demand in the future job market, and that you may need to develop prior to graduation.*

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1. Visit <https://www.mynextmove.org> and **search for careers by keywords** or **browse careers by industry**. Select one job that interests you and read the **knowledge**, **skills** and **abilities** required.
   1. What is the career you selected and why did you select it?
   2. What knowledge, skills or abilities will you need to develop to qualify for such a position?
   3. What educational level is usually needed for this job?
   4. What is the job outlook in Michigan (above average, average or below average)?
2. Search on <http://www.indeed.com> using the job title(s) / careers you listed in #1 to **identify companies hiring to fill similar positions.** (NOTE: You can narrow your search by location and experience level in Indeed.com if you’d like.) List 3 companies that are hiring in this area right now.

**II. Dream Employer**

*Thinking about the following will help you be more prepared in drafting a cover letter, talking with company representatives at a career fair, or interviewing with a specific company. Use the company research databases we have covered in class to date to answer the following questions. For each question, list the database you used to answer it.*

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1. Select a company that represents your “Dream Employer” …some place you’d love to work. If you can’t think of any company like that right now, you can pick one of the three companies you listed in #2 above, select a company from the Fortune 500 list <https://fortune.com/fortune500/2020/search/> or select a company that will be participating in the next career fair.

**List the company you selected and whether it is a public or private company.**

1. What do they do?

* Within what industry(s) do they operate?
* What services or products do they offer?

1. Who are their top 5 competitors?
2. Where do they operate?

* Where is their HQ?
* Do they have other US locations (including plant operations)?
* What about international locations?

1. How is the company structured?

* Is there a parent organization?
* Does the company have subsidiaries?

1. What are their strengths, weaknesses, opportunities, and threats (SWOT)?
2. Find an analyst report related to the company. What is the analyst’s recommendation with respect to the company’s stock (buy/sell/hold)? Upload a copy of the report you found and provide the APA citation for it.
3. Search for recent news involving the company, and pick two stories of interest to you. Summarize them in 1-2 sentences and provide the APA citation for each.
4. Based on what you’ve learned, list three new questions you might ask in an interview.