

## ***Management 494 - Seminar in Career Planning***

**Instructors**    **Bob Casper**, Dir., Career Services, ext. 2255, casper@oswego.edu  
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**Fall 2008**        **Tuesdays**, 3:55-5:15pm, 220 Campus Center

### **Employer Research Project: *Due at beginning of class on September 16, 2008 – 2 copies***

Develop one page summary of findings, integrating information relevant to the points below.

**\*\*Do not just list the questions and provide answers – write a one page SUMMARY, demonstrating your writing skills, and at a minimum, include the type of information below.**

**\*\* The employer you choose to research and contact must be connected to your original choice for the career field research project. For example, if your career field research project was on banking, this project should also be on a major bank, a financial services company. SOURCES OF YOUR INFORMATION MUST BE CITED IN YOUR PAPER.**

**\*\* You are responsible for submitting the information below for a primary contact, but please provide the names and contact information for four other contacts in your chosen career field – perhaps the company's main competitors. If you are unable to reach a contact, keep trying other contacts in your career field until you make personal contact with someone.**

1. What is the location (Headquarters), size of company, and length of time established there?
2. How many locations and major divisions and subsidiaries? Any foreign operations?
3. Who are the major competitors within the industry?
4. What are the major assets and earnings of the company and what is the growth pattern over past 5 years?  
Projected growth over next five years?
5. What services or products does company produce? What new products or projects are on the horizon?

• Typed, size 12, Times, double spaced.

**You will be conducting a 1-2 minute oral presentation for the class.**

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**\* Employer Contact Sheet: Can't be someone you already work for or your uncle, etc.**

**\* This section must be filled out as completely as possible and handed in with the one page summary.**

**Student Name:** \_\_\_\_\_

**Employer Contact Data** \_\_\_\_\_

Date & Time of Call: \_\_\_\_\_

M. \_\_\_\_\_ First \_\_\_\_\_ Last: \_\_\_\_\_

Title: \_\_\_\_\_

Company: \_\_\_\_\_

Division: \_\_\_\_\_

Street: \_\_\_\_\_

City: \_\_\_\_\_, State: \_\_\_\_\_ Zip: \_\_\_\_\_

Email Address: \_\_\_\_\_ @ \_\_\_\_\_ . \_\_\_\_\_

Website: \_\_\_\_\_

Phone: (\_\_\_\_\_) \_\_\_\_\_

Fax: (\_\_\_\_\_) \_\_\_\_\_

- How and where does your company post vacancies?
- Name of the correct contact person for entry level jobs in this field?