Investigating: Research (Pathway 2: Understanding my Industry)

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**This form is for students who are following Pathway 2: Understanding my Industry.**

So far in Communication for the Workplace, you have analyzed a target job posting, prepared your Job Ready Communication (JRC) resume, cover letter, and interview, and completed a Proposal & Plan for your Continuous Learning Project (CLP).

In the Research stage of the project, you are going to gather information that will help you to adapt your JRC to a range of job openings. You’ll also review resources to help meet your CLP goals, and conduct research about your industry in order to adapt your JRC, expand your network, and succeed in your next professional position.

Your group needs to fill out one copy of this form.

# Explore Your Occupation

In your initial submissions, you targeted your JRC for one particular job posting. Each additional job that you apply for will require a different combination of skills. This means that you will need to analyze the job posting and adapt your JRC to highlight key areas where your skills and the employer’s needs overlap. In Explore Your Occupation, you’ll analyze two additional job postings and consider how your JRC will need to change to meet the employer’s needs.

1. Find two additional job openings you would consider applying for immediately after graduation. These should be with different employers than the job posting you selected in the 'Analyzing Your Job Posting' assignment. If it aligns with your career goals, consider openings that are significantly different from your target position.
2. Read the two job postings, and consider how you would adapt your JRC to meet the employer’s needs.
3. For each job posting, fill out a row in the following table.

* In the Job Opening Information column, provide the name of the employer, the job title, and a link to the job posting.
* In the Key Requirements column, list the five skills or attributes that you believe are most important to this position. Put these in your own words (don’t cut and paste from the posting).
* In the Adapting my JRC column, explain what changes you would make to your resume, cover letter, and interview to target them to this job posting (each member of your group can provide a separate answer in this column, if needed).

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| Job Opening Information | Key Requirements | Adapting my Job Ready Communication |
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# Explore Resources

In the Proposal & Plan assignment, you set goals for the CLP. In this section, you will access resources that will help you to reach these goals.

1. Open your Proposal and Plan assignment. Copy your list of three goals for the CLP, and paste them here (each member of your group should do this):

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If your goals have changed since you handed in that assignment (for instance, you decided to make your goals more specific based on your instructor’s feedback), feel free to update your goals. Underline any changes that you have made since the Proposal and Plan assignment.

1. Select three of your listed goals, making sure this includes at least one goal from each member of your group. For each goal, find one industry-related or employment-based resource that can help you to reach the goal. These resources may include articles, videos, online courses, or other types of media. These resources may not include content that is already part of the COMM-2172 course.
2. Read/watch your three resources. In the case that you have found resources that are lengthy, spend 15 minutes reviewing the section that is most closely aligned with your goal.
3. For each of the three resources, fill out a row in the following table.

* In the Resource column, provide a reference or a URL. If you only read/watched part of it, note which part you read/watched.
* In the Goal column, note which of your CLP goals it relates to.
* In the Rationale column, explain why you chose this resource.
* In the Findings column, share what you learned from reviewing your resource, focusing on information that will help you to meet your goals.

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| Resource | Goal | Rationale | Findings |
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# Investigating Your Industry

In this section of the Research assignment, you will identify and review sources of information that will help you to adapt your JRC, expand your network, and/or succeed in your industry.

1. Enter the name or a brief description of the industry that you plan to work in after graduation:

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1. Where will you look for information about this industry (for example: which specific web pages, videos, social media accounts, or other online sources). List at least four sources of information, and include links to all online sources. Make sure you include the exact links that you’ll review (ex: the URL of a particular piece of content, rather than the website’s home URL).

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1. Read through the sources of information that you have listed in question 2. Make point-form notes here about what you find out about your industry, focusing on information that will be relevant to tailoring your JRC, expanding your network, and/or succeeding in your next job. Make sure it’s clear which resource each piece of information came from.

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1. Now that you have more information about your industry, consider how you would answer the job interview question *What do you know about our industry?*  You can select one member of your group to answer the question, but all members of the group should be involved with determining the content of the answer. Record yourself answering the question in video or audio format (max. 60 seconds) and submit it with this form. Submit your recording using the *Record Audio* or *Record Video* button in the Dropbox.

# Submissions and Grading

For information about **how to submit** this deliverable and **how you will be graded**, review each Project Pathway description in our Learn course.