**CAREER RESEARCH PROJECT INSTRUCTIONS**

**Business Management– Finance - Marketing**

**OBJECTIVE(S):** Research and analyze various aspects of 3 different careers in Business Management, Finance, or Marketing

**TN STATE CTE STANDARD(S): Career Exploration of Business Management, Finance, and Marketing**

1) Explore careers in each of the Business Management & Administration, Finance, and Marketing pathways. For each of these career clusters, research the job descriptions and typical activities of major professions such as chief executive officer, accountant, real estate agent, advertising specialist, branch manager, wealth management/trust officer, and more. Produce a career pathways chart or other graphic detailing the aptitudes and training required for careers of interest. For example, outline the typical skills and training required to become a human relations manager, including personal aptitudes, postsecondary credentials, and licensing. Upon completion of the chart, conduct a self-assessment of aptitudes, interests, and personality aligned to careers; then devise a tentative career plan to reach employment goals based on the research conducted.

2) Conduct a job market search for one of the careers selected in the preceding standard by browsing print and online job boards and vacancy announcements. Consider factors such as local industry needs, projected annual openings, and prospects for growth when researching specific occupations. Synthesize findings to create a report comparing three or more job openings within the selected career, based on the following criteria: (1) education/certification requirements, (2) recommended years of experience, (3) salary and benefits, and (4) expected roles and responsibilities outlined in the vacancy announcement.

**DUE DATE: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**GRADE: 100 points (counts as a Project Grade – rubric attached)**

***Directions:***

**PART I**

* Download the “Career Research Project Task Organizer” document (MS Excel)
* Select 3 careers that you are interested in researching in the **area of Business, Finance, or Marketing**
* Go to The Occupational Outlook Handbook (http://www.bls.gov/ooh/home.htm) and search for the 3 jobs/role titles you selected. (NOTE: If you cannot find that exact job title, find one that is similar.)
* Content for each career field – please use the Task Organizer to research the following categories. **ALL** categories must be completed for each career field.
* Job Summary
* What They Do
* Work Environment
* How to Become One
* Pay
* Job Outlook
* Similar Occupations
* Contacts for More Information
* Analysis Summary – this is your opportunity to state your views on these 3 occupations. For each career field that you researched, answer the following questions in complete sentences.
* Are you still interested in this career?
* What did you learn about the career field that you did not know prior to starting this project?
* What steps will you have to take to start a career in this field?

**PART II**

* Go to Midsouth Works at <midsouthworks.com>. Conduct a job search for one of the careers that your researched in

Part I.

* Create a report comparing three or more job openings within the selected career, based on the following criteria: (1) education/certification requirements, (2) recommended years of experience, (3) salary and benefits, and (4) expected roles and responsibilities outlined in the vacancy announcement.

**Grade** – Research paper is worth **100 points** as a Project and will be graded based on:

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| **RESEARCH PAPER RUBRIC** | | |
| **CATEGORY** | **POSSIBLE**  **POINTS** | **POINTS**  **ASSIGNED** |
| **Career Research**   * Includes all information requested * Well-researched and accurate material * Clearly and orderly prepared * Summary paragraphs reflects research | 60 |  |
| **Project Task Organizer**   * Includes all information requested * Format – readable and presentable * Grammar and spelling | 30 |  |
| **Instructions**   * Followed all instructions * Turned project in on time | 10 |  |
| **TOTAL POINTS ASSIGNED:** | |  |