Know Before You Go: Doing Research

Researching a company, organization, or graduate school is integral in any search. By gaining more information about the organization structure and culture you are entering, you can be sure the environment is the best fit for you and your career aspirations.

What to Look For:

- What is the organization's mission statement?
- Where is it located and how many people are employed?
- Are there multiple locations/ offices?
- Which location do you prefer?
- What good(s) or service(s) does the company provide?
- Are there any new products soon to be released?
- How old is the company?
- What is the organizational structure?
- Are there any associated parent companies or subsidiaries? Main or branch companies?
- Who is the CEO/President and other leaders?
- How and why has company/school recently appeared in the news?

What to Look For:

- Who is the company's main competitor?
- What are some major trends in the industry?
- What forms of advertising do the company/school/organization use?
- How do they describe themselves?
- Where do they recruit?
- Where does this position fit into the organization?
- What do they want the person in this position to contribute?
- How do you fit their profile?
- Do you have real-life examples to demonstrate that fit?
- How can you help them achieve their goals?
- What are the key things they want and how do you offer them?

Put It Into Practice While Networking

"Hi _____, I recently met one of your colleagues at the ULM Career Fair. They expressed that you were seeking candidates with a strong technical background in Java. Through my programming class at ULM, I have learned to _____ which will contribute to your work on _____. Can you tell me more about other projects your division is working on?"

Put It Into Practice In An Interview

"Based on the research I have done, this company is an industry leader. When I visited your website, I found _____ to be very impressive. Due to my background in _____, _____, and _____, I feel that I would be a great fit for your company or organization. I could utilize these skills to _____!"