

**Before you begin applying for internships or full time positions consider the following steps:**

**ASSESS YOUR INTERESTS & SKILLS:**

Consider completing an online assessment tool which evaluates your interests and personality culminating in a recommendation of careers that might be a good fit for you. This is the first step in knowing what to research.

Two great examples are:

Free Basic Assessment - [Princeton Review](#)

List of other Assessment Tools (Free and Fee Based) - [Quintessential Careers](#)

**RESEARCH COMPANIES:**

It is important to research companies for a few reasons:

- To know and understand a company's culture and fit for you based on your assessment
- Tailor a cover letter or resume to the company
- Be prepared for an interview - know how to answer: "What can you tell me about our company?"

**How to research companies:**

- Consider the industry in which you want to pursue your career. [IBIS World](#) and [Standard & Poors](#) both have great resources to analyze industries.
- Now that you have chosen your industry, search for companies that are doing well within that industry

[Internship Evaluation Database](#) - see what other Penn State students have said about their previous internship and co-op experiences.

[Mergent](#) is a great website giving detailed company information, perfect for researching your interests as well as preparing for an interview. [Mergent](#) has detailed search capabilities to narrow down your search.

**WetFeet** allows you to look at company and industry profiles and has insider guides for specific careers. These insider guides give you detailed information on industry trends, descriptions of career paths, industry lingo, and factors to consider when researching a certain career path. Contact [Bank of America Career Services](#) to obtain the password for WetFeet.

[Vault](#) is a great resource for learning about company culture. View the Vault Gold Employer information to learn about company culture directly from employees.

[Hoover's](#) strength is to provide company information but also a networking connection. If you have a [LinkedIn](#) account, and search a company, Hoover's will pull from [LinkedIn](#) and give you the names of connections you may have with a person involved in the company you are researching.

- Use the information to target companies that may be offering internships or full time opportunities. Utilize the company details to prepare for internships, including reading up on the latest news regarding the company. Utilize [Mergent](#) for up to the minute news reports on the company you are interviewing with. You can also utilize news websites to alert you when a company has been in the news.
- Build your [network](#). Once you have found the companies, start building your network through friends, family, attending events, and social networking tools. Join [SmealConnect](#) or [LinkedIn](#) to start building your online network.

#### **OTHER TOOLS:**

[The Schreyer Business Library](#) has a great career page to get you started on your research, including the databases listed above and many more.

[The Bank of America Career Services Business Library](#), located in BoA Career Center on campus, is a great resource for career specific books and assistance.

[The Penn State University Libraries](#)

[The Penn State Alumni Directory](#)