

College, Career & Life Planning



INDUSTRY DESCRIPTIONS

CONSTRUCTION

Construction industry is divided into three major segments. *Construction of buildings contractors*, or *general contractors*, build residential, industrial, commercial, and other buildings. *Heavy and civil engineering construction contractors* build sewers, roads, highways, bridges, tunnels, and other projects. *Specialty trade contractors* are engaged in specialized activities such as carpentry, painting, plumbing, and electrical work.

MANUFACTURING INDUSTRIES

Aerospace industry comprises companies producing aircraft, guided missiles, space vehicles, aircraft engines, propulsion units, and related parts. Aircraft overhaul, rebuilding, and parts also are included.

Apparel industry transforms fabrics produced by textile manufacturers into clothing and accessories

Chemical manufacturing industry includes: Basic chemicals; synthetic materials, including resin, synthetic rubber, and artificial and synthetic fibers and filaments; agricultural chemicals, including pesticides, fertilizer, and other agricultural chemicals; paint, coating, and adhesives; cleaning preparations, including soap, cleaning compounds, and toilet preparations; and other chemical products.

Computer and electronic product manufacturing industry produces computers, computer-related products such as printers, communications equipment, and home electronic equipment, as well as a wide range of goods used for both commercial and military purposes. In addition, many electronics products or components are incorporated into other industries' products, such as cars, toys, and appliances.

Food manufacturing industry links farmers and other agricultural producers with consumers by processing raw fruits, vegetables, grains, meats, and dairy products for the grocer or wholesaler to sell to households, restaurants, or institutional food services.

Motor vehicle manufacturing industry includes passenger cars, sport utility vehicles, pickup trucks and vans, heavy-duty trucks, buses, and other special purpose motor vehicles ranging from limousines to garbage trucks.

Pharmaceutical and medicine manufacturing industry consists of establishments that make pharmaceutical preparations or finished drugs; biological products, such as serums and vaccines; bulk chemicals and botanicals used in making finished drugs; and diagnostic substances such as pregnancy and blood glucose kits.

Printing industry prints products ranging from newspapers, magazines, and books to brochures, labels, newsletters, postcards, memo pads, business order forms, checks, maps, T-shirts, and packaging. The industry also consists of establishments that provide related services to printers, such as embossing, binding, finishing, and prepress services.

Steel manufacturing industry includes melting iron ore, scrap metal, and other additives in furnaces; solidification into semi-finished shapes before it is rolled, drawn, cast, and extruded to make sheet, rod, bar, tubing, and wire. Other establishments in the industry make finished steel products directly from purchased steel.

Textile mills and products industry produces yarn, thread, and fabric and also a wide variety of textile products such as carpets and rugs, towels, curtains, and sheets; cord and twine; furniture and automotive upholstery; and industrial belts and fire hoses.

WHOLESALE & RETAIL SALES INDUSTRIES

Automobile trade industry consists of *new car dealers* who are primarily engaged in retailing new cars, sport utility vehicles, and passenger and cargo vans; and *used car dealers* who sell trade-ins and former rental and leased cars, trucks, and vans.

Clothing/Accessory/General Merchandise Stores industry consists of department stores, discount department stores, super centers, warehouse club stores and dollar stores.

Grocery stores industry sell fresh and preserved foods including supermarkets and convenience stores.

Wholesale trade industry buys large lots of goods, usually from manufacturers, and sell them in smaller quantities to businesses, governments, other wholesalers, or institutional customers.

TRANSPORTATION INDUSTRIES

Airline industry transports passengers and freight over regularly scheduled routes.

Trucking and warehousing industry pick up, transport, store, and deliver goods through the distribution channel (manufacturer to wholesaler/retailer) and includes general freight trucking; specialized freight trucking; and warehousing and storage.

UTILITIES INDUSTRY

Utilities industry includes *Electric power generation, transmission, and distribution; Natural gas distribution and Water/Sewage.*

COMMUNICATION SERVICES INDUSTRIES

Broadcasting industry consists of radio and television stations and networks that create content or acquire the right to broadcast taped television and radio programs.

Motion picture industry produces much of the world's feature films and many of its television programs.

Publishing industry produces a variety of publications including magazines, books, newspapers, directories, greeting cards, databases, calendars, and other published material, excluding software. The publishing industry is increasingly producing its material in other formats, such as audio, CD-ROM, or other electronic media.

Software publishing industry produces and distributes computer software including designing, providing documentation, assisting in installation, and providing support services to software purchasers.

Telecommunications industry transmits information including voice, data, graphics, and video.

FINANCIAL SERVICES INDUSTRIES

Bank industry safeguards money and valuables and provides loans, credit, and payment services, such as checking accounts, money orders, and cashier's checks.

Insurance industry provides protection against financial losses resulting from car accidents, theft of property, and fire and storm damage; medical expenses; and loss of income due to disability or death.

Securities, commodities, and other investments industry trades securities and commodities, manage investments, and offer financial advice.

BUSINESS SERVICES INDUSTRIES

Advertising and public relations services industry prepares advertisements for other companies and design campaigns to promote the interests/image of their clients and includes media representatives—firms that sell advertising space for publications, radio, television, and the Internet; display advertisers—businesses engaged in creating and designing public display ads for use in shopping malls, on billboards, or in similar media; and direct mail advertisers.

Computer Systems Design and Services industry provides custom computer programming services; computer systems design services; computer facilities management services, including computer systems or data processing facilities support services for clients; and other computer-related services such as disaster recovery services and software installation.

Employment services industry includes: 1) *Employment placement agencies* listing employment vacancies and place permanent employees, 2) *Temporary help services* providing employees to other organizations, on a contract basis and for a limited period, to supplement the workforce of the client, and 3) *Professional employer organizations* providing human resources and human resources management services staff.

Management, Scientific and Technical Consulting Services Industry: *Management consulting firms* advise on almost every aspect of corporate operations, including marketing; finance; corporate strategy and organization; manufacturing processes; information systems and data processing; electronic commerce (e-commerce) or business; and human resources, benefits, and compensation. *Scientific and technical consulting firms* provide technical advice relating to almost all non-management organizational activities, including compliance with environmental and workplace safety regulations, the application of technology, and knowledge of sciences such as biology, chemistry, and physics.

SOCIAL SERVICES INDUSTRIES

Child Day Care Services industry consists of establishments that provide paid care for infants, pre-kindergarten or preschool children, or older children in after-school programs.

Education Services Industry includes: 1) Elementary, middle, and secondary schools provide academic instruction to students in kindergarten through grade 12, in public schools, parochial schools, boarding and other private schools, and military academies. 2) Postsecondary institutions—universities, colleges, professional schools, community or junior colleges, and career and technical institutes—provide education and training in both academic and technical subjects for mainly adult students and those who have graduated high school and 3) Institutions that provide training and services to the education industry or that offer nonacademic or self-enrichment classes.

Health services industry consists of Hospitals, Nursing and residential care facilities, physicians' offices, dentists' offices, Home Healthcare services, Health Practitioners' Offices, Outpatient Care Centers, Ambulatory healthcare services and Medical and diagnostic laboratories.

Social assistance industry consists of individual and family services; community food and housing, and emergency and other relief services; and vocational rehabilitation services.

ENTERTAINMENT INDUSTRIES

Arts, entertainment, and recreation industry includes practically any activity that occupies a person's leisure time, excluding the viewing of motion pictures and videotape rentals. Three broad groups—live performances or events; historical, cultural, or educational exhibits; and recreation or leisure-time facilities.

Food services and drinking places industry includes all types of restaurants, from casual fast-food eateries to formal, elegant dining establishments.

Hotels and other accommodations industry includes all types of lodging, from upscale hotels to RV parks. Motels, resorts, casino hotels, bed-and-breakfast inns, and boarding houses also are included.