ReferenceUSA: Using Custom Search to Create a List of Potential Employers

This handout demonstrates how to use ReferenceUSA’s custom filters, and how to search by SIC (Standard Industry Codes) and NAICS (North American Industry Classification System) codes to identify companies within a specific industry.

1. Go to the Newman Library website at http://newman.baruch.cuny.edu/
2. Connect to the database ReferenceUSA (If you are connecting while off-campus, you will be prompted to type in your Baruch username and password.)

3. Select one of the ReferenceUSA databases:

4. Select the Custom Search tab for advanced search options:

5. Use the filters (or headings) on the left side of your screen to create a focused search.
   a. Build your search by choosing one or more of the following filters and their respective options: Business Type, Geography, Business Size, Company Name, Executives, Phone, Ownership, Financial Data, and Special Selects.
   b. After selecting your filters, click on the “View Results” or “Update Count” button.
What are SIC and NAICS codes and how can I use them to find companies in my career industry?

Standard Industry Codes (SIC) and North American Industrial Classification System (NAICS) codes are assigned to industries to classify companies based on services they provide or products they make. If you know the SIC or NAICS codes associated with your career field, you can identify companies as potential employers.

Below are some codes associated with corporate communication fields:

<table>
<thead>
<tr>
<th>SIC codes:</th>
<th>NAICS codes:</th>
</tr>
</thead>
<tbody>
<tr>
<td>Public Relations Counselors</td>
<td>Public Relations Agencies</td>
</tr>
<tr>
<td>Management Consultants</td>
<td>Management Consulting</td>
</tr>
<tr>
<td>Advertising Agencies &amp; Counselors</td>
<td>Advertising Agencies</td>
</tr>
<tr>
<td>Consultants Communication</td>
<td></td>
</tr>
</tbody>
</table>

| 874302                          | 541820                            |
| 874201                          | 541611                            |
| 731101                          | 541810                            |

6. **How to filter using SIC or NAICS codes using the Business Type filter in ReferenceUSA:**

   a. If you know a SIC (Standard Industry Codes) or NAICS (North American Industry Classification System) code, type it in the search box.

   ![Business Type filter in ReferenceUSA]

   (This example is using a NAICS code.)

   b. If you do not know a SIC or NAICS for your industry, you can search by keyword to determine one. For example, if you type public relations in the Business Type keyword search box, ReferenceUSA will try to match your search terms to an established SIC/NAICS code category.

   ![Search by keyword in ReferenceUSA]

   ... and don’t forget to click on View Results or Update Count after finding a SIC/NAICS code.
c. Or search for a known company and view the company’s record. Every ReferenceUSA record for a specific company has an *Industry Profile* section which lists the SIC and NAICS code(s) assigned to that company. You can then perform a new search using the SIC or NAICS codes, that you identified, to find other companies given the same SIC/NAICS.

- Once you have identified companies, download or email your search results.
- You may want to use other Newman Library databases to find articles, reports, and more information on your companies and/or industry. Some of these databases include: Business Source Complete, IBIS World, and Factiva.