

Lesson plan: Search for a Career

Career search

Some student may already have a strong idea of the career path they aim to take. This exercise demonstrates the way in which bestCourse4me can be used to gain an understanding of the popular degrees and A-Levels taken by people from a particular profession.

For this exercise Journalism will be used as the career example.

1. Career

To start click on the pink **Explore by your chosen career tab** on the middle left of the home page to be taken to the career selection section.

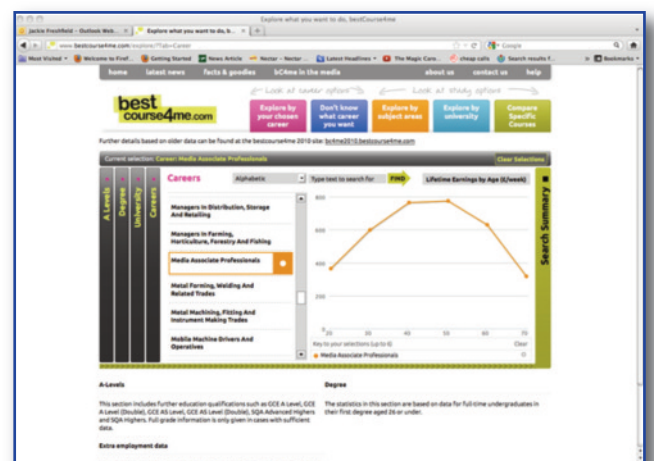
To select a career option and begin the search either:

- Scroll down the list of alphabetically ordered careers and click on the one you want.
- Type the career you wish to select into the search box that says 'type text to search for' and then click the green 'find' arrow to the right of the box.

Select **Media Associate Professionals** from the list of occupations by clicking on the option.

Making a selection will prompt a line graph to appear to the right hand side of career options. This graph represents the average lifetime earnings by age for each occupation.

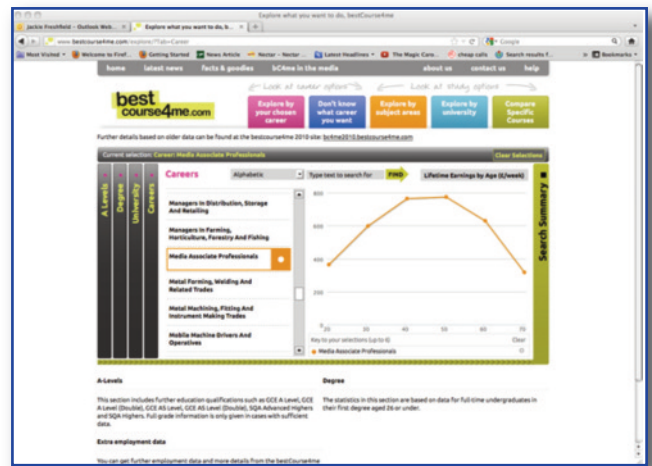
Remind students that if they want to deselect any options that have been made they can either click on the grey arrow next to the career selection in the key, or by clicking on the option in the list on the left hand side.



Example: Hover the mouse over the third orange point on the graph.

Q. Ask students to identify what this point on the graph represents.

A. The point on the graph shows that the average lifetime earnings of a media associate professional at the age of 41 is £764 per week.



Now that students have an understanding of the average lifetime earnings achieved by individuals from their chosen profession, degrees taken by these individuals can now be investigated.

2. Degree

Keeping 'Media Associate Professional' selected on the vertical Degree tab to move to the degree section.

Clicking on the Degree tab will prompt a list to appear on the left hand side of all the degrees taken by media associate professionals, the most common degree will be at the top of the list.

The list shows that the top three degrees taken by media associate professionals are Journalism, English Studies and Media Studies (the list goes on).



Example: As an example, select the top three degree courses from the list, these will be Journalism, English Studies and Media Studies.

You will see that making these selections causes three different coloured lines to appear on a graph on the right hand side. Each line represents a different degree, charting the average lifetime earnings by age graduates from each degree course have achieved.

Q. Ask students to identify which degree course has the highest average lifetime earnings from the selections that have been made.

A. After the age of 31, Journalism graduates on average earn a higher weekly wage than both English and Media Studies graduates.



3. A-levels

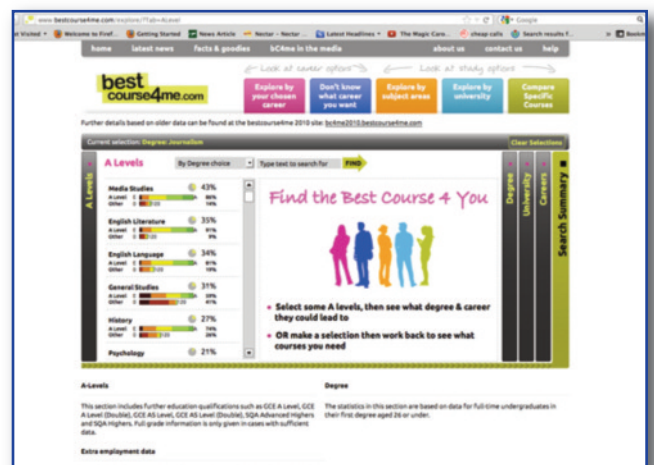
Deselect both **English Studies** and **Media Studies** from the list of degree courses and click on the vertical A-level tab.

Once you have clicked on the A-level tab you will see that a list of A-level subjects appear. This is an ordered list of the A-levels subjects taken by individuals who studied Journalism at University. The A-level subject at the top of the list is **Media Studies** showing that 43% of people who studied Journalism at University have a Media Studies A-level.



A-Level Thermometer

The A-level thermometer charts the A-level grades and other qualifications such as BTECs, AS and higher achieved by students with the degree option chosen. This is a useful feature to give students an idea of the kinds of grades people with the chosen degree choice achieved.

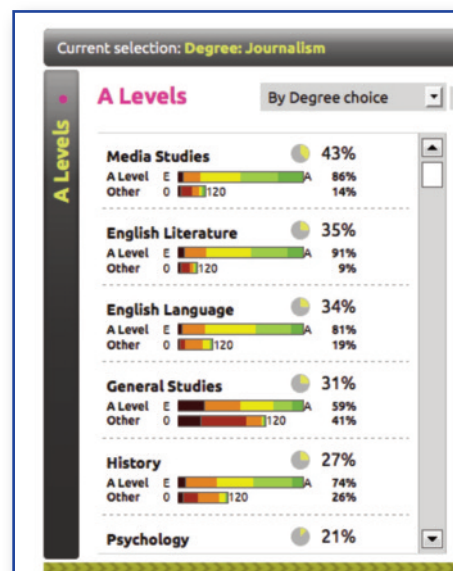


Example: Hover the mouse over the Media Studies thermometer.

Q. Ask students to identify what percentage of people who went on to study Journalism at University have a media studies A-Level grade C and below.
A. 49%

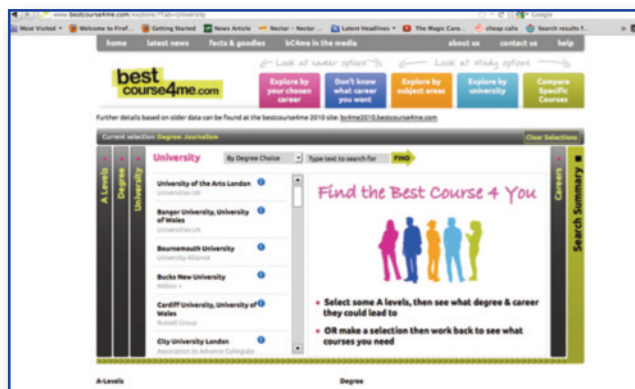
(note: when looking at A-levels after a degree or University selection has been made it is best to have only one of each selected, having multiple degrees and multiple Universities selected will cause A-level results to be combined across the different institutions or degrees and therefore less useful)

Now that students are familiar with the A-level thermometer, **University** choice can be brought into the search. So far the A-level results looked at in this search have related to all students who studied Journalism at University. Selecting a University choice will alter the A-level results to represent the A-levels taken and grades achieved by Journalism students from a particular University.



After clicking on the vertical **University** tab make several University choices.

- Students could be reminded to include a mix of local universities as well as institutions further a field so a comparison can be made between the different institutions.
- Along with taking locality into account, students could also be reminded to choose a range of institutions that includes perhaps a mix of different types of university such as Russell group, million +, 1994 group and University Alliance (see the Glossary in the 'Help' section of our homepage for definitions.)



For example choose **Queen Mary London**, **Cardiff University** and **University of Hertfordshire** from the list of institutions offering Journalism.

A bar graph will appear on the right hand side charting the average starting salaries for graduates of each University selected.



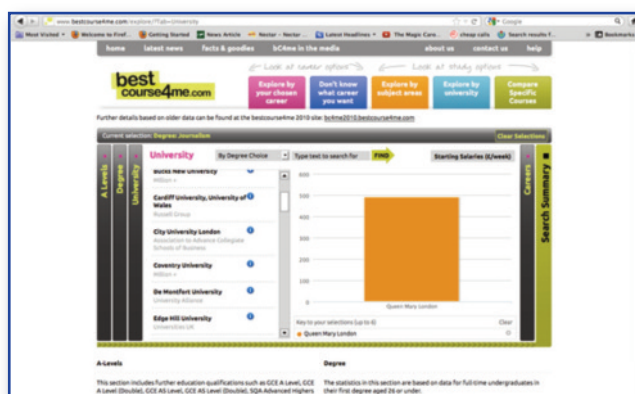
Example: Hover the mouse over each bar to give the exact figure for each University.

- Q. Ask students to identify the average starting salary for Queen Mary London graduates.
 A. £490 per week



Remember up to 6 different Universities can be compared alongside one another at one time.

For this search deselect **University of Hertfordshire** and **Cardiff University**. When looking at A-level results with **Degree** or **University** selected it is best to keep only one of each or just one selected. Making a number of different University or Degree selections causes the A-level results to be combined from all the institutions selected.



With **only Queen Mary London** selected go back to the A-level section by clicking on the vertical **A-level** tab.

From the drop down menu select 'By Degree and Uni choice', this will sort the A-levels taken by students who studied **Journalism** at Queen Mary London. You will see that the top three A-levels taken is different to the initial A-level search, which related to all Journalism students taking all Universities into account. Adding **University** selection to the search is useful to compare the A-level subjects taken and the results achieved by Journalism students from different Universities.

Example: you will see that 79% of students who studied Journalism at Queen Mary London took a History A-level, of which 74% received grade B and above.

Go back to the University section and deselect **Queen Mary London**, make another University selection and see how the data changes on the A-levels page. Choose for example **Staffordshire University**.

This is a useful exercise if you have a degree course in mind and want to determine which University you are most likely to get into the with A-level range/grades that you have or expect to achieve.

