

Using LexisNexis to Create a Company Prospect List

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Access LexisNexis Academic from the library's [Databases](#) page

1. Click the Business tab (located in the upper left corner)
2. Identified a company and want to find others in the same industry?
 - a. Look up the company by name.
 - b. Look for the *Primary SIC Code* (4-digit numeric description of a company's business activities)
 - c. Search by SIC for other companies in that industry.
3. Don't have a specific company? Use the *SIC Look Up*.
4. Click the *Create a Company List*. Consider these variables:
 - a. Number of employees—use this field to limit results
 - b. SIC code
 - c. Geographic Information limits the search by state, city, county, zip code
5. Click *Create* and the list displays in *preview* mode.
6. Click the *Next: Customize List* button.
7. Select those variables you want displayed and use the dropdown menu to select the order in which the companies are listed.
8. Click *Update Company List* button to see your list.
9. To change the look of the report, click either the *Edit Search* or *Customize* links.
10. Click the *Download Selected Items* button to import results into an EXCEL spreadsheet.

Scenario 1

Even though graduation is an entire semester away, Penny, a senior is marketing, knows it's time to get busy on the job search. She wants to work in some aspect of advertising, but is primarily concerned with location. Her desire is work in a small to mid size company located in the Northwest part of the country, preferably Washington, but if she finds something good, she'll consider Oregon as well.

1. Identify the industry—advertising
 - a. Find SIC code 7311
2. Specify the area/location—Washington, Oregon
3. Include company size—mid to large

Scenario 2

Sylvester is an accounting major who, upon graduation wants to move home to Florida. He doesn't really care about anything except he wants to live in Miami-Dade County and work for Ernst & Young.

1. Search the database for specific company
2. Identify the SIC code 8721
3. Use the SIC to broaden search beyond initial company