Business 490

Orientation to Digital Resources
Part Eight – Tickers, SIC Codes and NIACS Codes
Ticker Symbols

All commonly traded companies have an assigned “Ticker” – usually a 3 letter symbol

- DIS – Walt Disney Company
- WMT - Wal-Mart
- AXP – American Express
Ticker Symbols

• As unique identifiers, tickers are useful in looking up a company in a database, especially when there may be various versions of the company or other companies with similar names.

• MRO - Marathon Oil Corporation

• MPC - Marathon Petroleum Corporation
Ticker Symbols

• The Ticker for very old or new companies may not have three letters.
  • AA – Alcoa
  • DD – Dupont
  • GOOG – Google
  • AMZN - Amazon
SIC – Standard Industrial Classification

• These codes are assigned to every industry. All industry information is gathered, analyzed, and published so that users can track industry activity.

• Replaced by NAICS in 1997 with NAFTA.
NAICS – North American Industrial Classification System

- Used by United States, Canada, and Mexico.
- Newer and bigger than SIC.

**TIP** - Most business databases allow you to search under both SIC and NAICS codes, so be sure to note your business’s codes.
A business like Disney may compete in multiple industries.

<table>
<thead>
<tr>
<th>Industries</th>
<th>NAICS Code</th>
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</thead>
<tbody>
<tr>
<td>All Other Amusement and Recreation Industries</td>
<td>713990</td>
</tr>
<tr>
<td>Primary Industry</td>
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<tr>
<td>Offices of Other Holding Companies</td>
<td>551112</td>
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<tr>
<td>Amusement and Theme Parks</td>
<td>713110</td>
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<tr>
<td>Gift, Novelty and Souvenir Stores</td>
<td>453220</td>
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<tr>
<td>Motion Picture and Video Production</td>
<td>512110</td>
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</tbody>
</table>
If you need help.... contact the Thrift Library’s Subject Specialist for Business

Kent Millwood
864-231-2049
kmillwood@andersonuniversity.edu