

# The Chronicle of Higher Education Advertising Categories

## **FACULTY**

### **Arts**

Art  
Art history  
Design/graphic arts  
Music  
Performing arts  
Other arts

### **Business**

Accounting/finance  
Business/administration  
Economics  
Management  
Marketing/sales  
Other business/management

### **Communications**

Broadcasting  
Digital media  
Film/video  
Media studies  
Public relations/advertising  
Speech/rhetoric  
Other communications

### **Education**

Counselor education  
Curriculum and instructions  
Educational administration/leadership  
Instructional technology/design  
Special education  
Teacher education  
Other education

### **Health/Medicine**

Dentistry  
Kinesiology/exercise physiology/phys. ed  
Medicine  
Nursing  
Nutrition  
Occupational therapy  
Pediatrics  
Pharmacology  
Physical therapy

Primary care  
Speech/hearing sciences  
Surgery  
Veterinary sciences  
Other health/medicine

### **Humanities**

American studies  
Classics  
English as a second language  
English/literature  
Ethnic/multicultural studies  
Foreign languages/literatures  
Gay/lesbian studies  
History  
Philosophy  
Religion  
Women's/gender studies  
Other humanities

### **Professional Fields**

Architecture  
Journalism  
Law/legal studies  
Library/information sciences  
Public administration/policy  
Security studies  
Social work/human services  
Urban/regional planning  
Vocational/technical fields  
Other professional fields

### **Science, Technology, and Mathematics**

Agriculture/animal sciences  
Biology/life sciences  
Biotechnology/bioengineering  
Chemistry/biochemistry  
Computer sciences/technology  
Engineering  
Geology/earth sciences  
Mathematics  
Physics/space sciences  
Statistics

# The Chronicle of Higher Education Advertising Categories

Other sciences/technology

## **Social Sciences**

Anthropology/archaeology  
Criminal justice/criminology  
Geography  
Home economics/consumer sciences  
Human development/family sciences  
Labor/industrial relations  
Political science/int'l relations  
Psychology  
Recreation/leisure studies  
Sociology  
Other social/behavioral sciences

## **ADMINISTRATIVE**

### **Dean**

Dean

### **Academic Affairs**

Academic administration  
Accreditation  
Adult/continuing education programs  
Arts administration  
Chief academic officers/vice presidents  
Cooperative/experiential education  
Curriculum and instructional  
development  
Distance education programs  
Extension services  
Faculty affairs  
Institutional research/planning  
Instructional technology/design  
(campus)  
International programs  
Librarians/library administration  
Research administration  
University presses  
Other academic affairs

### **Business Affairs**

Affirmative action/equal opportunity  
Alumni affairs  
Auxiliary services

Bookstore management  
Business/administrative support  
Campus broadcasting  
Chief business officers/vice presidents  
Chief technology/information officers  
Community relations/inst. outreach  
Computer services/information  
technology  
Conferences/special event administration  
Development/advancement  
Editing/publications management  
Facilities management/physical plant  
Financial affairs  
Food-services management  
Grants and contracts  
Human-resources administration  
Legal affairs  
Public relations/marketing (campus)  
Safety/security  
Technology administration, other  
Other business/administrative affairs

### **Student Affairs**

Academic advising/academic support  
svcs.  
Admission/enrollment/retention/registrar  
Athletics  
Career services  
Chief student-affairs officers/VP's  
Counseling  
Disabled student services  
Financial aid  
Health services  
Minority/multicultural affairs  
Religious affairs/ministry  
Residence life  
Student activities/services  
Other student affairs

## **EXECUTIVE**

Chancellors/presidents  
Executive directors  
Principals/headmasters

# The Chronicle of Higher Education Advertising Categories

Provosts

Superintendents/commissioners

Other executive positions

## **NON-ACADEMIC**

Arts/cultural organizations

Associations (education)

Associations (nonprofit)

Community development

Consultants

Environmental organizations

Foundations

Government agencies

Historical societies

K-12 institutions

Libraries

Medical/health-related organizations

Museums

Parks/recreational facilities

Publishers

Religious organizations

Research organizations

Social-service organizations

Testing organizations

Other educational organizations

Other for-profit organizations

Other nonprofit organizations