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
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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 services.
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