

# **The Chronicle of Higher Education Advertising Categories**

## **FACULTY**

**Arts**

Art

# **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.

# **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