

The Chronicle of Higher Education Advertising Categories

FACULTY

Arts

Art

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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
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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