

Area	Sub-Category	Sub-Item	Description	Notes	Area	Sub-Category	Sub-Item	Description	Notes	Area	Sub-Category	Sub-Item	Description	Notes	Area	Sub-Category	Sub-Item	Description	Notes	
Business	Marketing	Advertising	Print	Print advertising: newspapers, magazines, direct mail, etc.	Print advertising: newspapers, magazines, direct mail, etc.	Marketing	Advertising	Print	Print advertising: newspapers, magazines, direct mail, etc.	Print advertising: newspapers, magazines, direct mail, etc.	Marketing	Advertising	Print	Print advertising: newspapers, magazines, direct mail, etc.	Print advertising: newspapers, magazines, direct mail, etc.	Marketing	Advertising	Print	Print advertising: newspapers, magazines, direct mail, etc.	Print advertising: newspapers, magazines, direct mail, etc.
		Advertising	Radio	Radio advertising: spots, programs, etc.	Radio advertising: spots, programs, etc.			Advertising	Radio	Radio advertising: spots, programs, etc.			Radio advertising: spots, programs, etc.	Advertising	Radio			Radio advertising: spots, programs, etc.	Radio advertising: spots, programs, etc.	
		Advertising	Television	Television advertising: spots, programs, etc.	Television advertising: spots, programs, etc.			Advertising	Television	Television advertising: spots, programs, etc.			Television advertising: spots, programs, etc.	Advertising	Television			Television advertising: spots, programs, etc.	Television advertising: spots, programs, etc.	
		Advertising	Direct Mail	Direct mail: brochures, catalogs, etc.	Direct mail: brochures, catalogs, etc.			Advertising	Direct Mail	Direct mail: brochures, catalogs, etc.			Direct mail: brochures, catalogs, etc.	Advertising	Direct Mail			Direct mail: brochures, catalogs, etc.	Direct mail: brochures, catalogs, etc.	
		Advertising	Outdoor	Outdoor advertising: billboards, transit, etc.	Outdoor advertising: billboards, transit, etc.			Advertising	Outdoor	Outdoor advertising: billboards, transit, etc.			Outdoor advertising: billboards, transit, etc.	Advertising	Outdoor			Outdoor advertising: billboards, transit, etc.	Outdoor advertising: billboards, transit, etc.	
		Advertising	Public Relations	Public relations: press releases, media events, etc.	Public relations: press releases, media events, etc.			Advertising	Public Relations	Public relations: press releases, media events, etc.			Public relations: press releases, media events, etc.	Advertising	Public Relations			Public relations: press releases, media events, etc.	Public relations: press releases, media events, etc.	
		Advertising	Sponsorship	Sponsorship: events, programs, etc.	Sponsorship: events, programs, etc.			Advertising	Sponsorship	Sponsorship: events, programs, etc.			Sponsorship: events, programs, etc.	Advertising	Sponsorship			Sponsorship: events, programs, etc.	Sponsorship: events, programs, etc.	
		Advertising	Search Engine	Search engine optimization: SEO, etc.	Search engine optimization: SEO, etc.			Advertising	Search Engine	Search engine optimization: SEO, etc.			Search engine optimization: SEO, etc.	Advertising	Search Engine			Search engine optimization: SEO, etc.	Search engine optimization: SEO, etc.	
		Advertising	Social Media	Social media advertising: Facebook, Twitter, etc.	Social media advertising: Facebook, Twitter, etc.			Advertising	Social Media	Social media advertising: Facebook, Twitter, etc.			Social media advertising: Facebook, Twitter, etc.	Advertising	Social Media			Social media advertising: Facebook, Twitter, etc.	Social media advertising: Facebook, Twitter, etc.	
		Advertising	Video	Video advertising: YouTube, etc.	Video advertising: YouTube, etc.			Advertising	Video	Video advertising: YouTube, etc.			Video advertising: YouTube, etc.	Advertising	Video			Video advertising: YouTube, etc.	Video advertising: YouTube, etc.	
Business	Finance	Accounting	Accounting: general ledger, balance sheet, etc.	Accounting: general ledger, balance sheet, etc.	Finance	Accounting	Accounting	Accounting: general ledger, balance sheet, etc.	Accounting: general ledger, balance sheet, etc.	Finance	Accounting	Accounting	Accounting: general ledger, balance sheet, etc.	Accounting: general ledger, balance sheet, etc.	Finance	Accounting	Accounting	Accounting: general ledger, balance sheet, etc.	Accounting: general ledger, balance sheet, etc.	
		Accounting	Tax	Tax preparation, tax planning, etc.			Tax preparation, tax planning, etc.	Accounting	Tax			Tax preparation, tax planning, etc.	Tax preparation, tax planning, etc.	Accounting			Tax	Tax preparation, tax planning, etc.	Tax preparation, tax planning, etc.	
		Accounting	Investment	Investment management: stocks, bonds, etc.			Investment management: stocks, bonds, etc.	Accounting	Investment			Investment management: stocks, bonds, etc.	Investment management: stocks, bonds, etc.	Accounting			Investment	Investment management: stocks, bonds, etc.	Investment management: stocks, bonds, etc.	
		Accounting	Insurance	Insurance: life, health, property, etc.			Insurance: life, health, property, etc.	Accounting	Insurance			Insurance: life, health, property, etc.	Insurance: life, health, property, etc.	Accounting			Insurance	Insurance: life, health, property, etc.	Insurance: life, health, property, etc.	
		Accounting	Banking	Banking: loans, deposits, etc.			Banking: loans, deposits, etc.	Accounting	Banking			Banking: loans, deposits, etc.	Banking: loans, deposits, etc.	Accounting			Banking	Banking: loans, deposits, etc.	Banking: loans, deposits, etc.	
		Accounting	Real Estate	Real estate: mortgages, sales, etc.			Real estate: mortgages, sales, etc.	Accounting	Real Estate			Real estate: mortgages, sales, etc.	Real estate: mortgages, sales, etc.	Accounting			Real Estate	Real estate: mortgages, sales, etc.	Real estate: mortgages, sales, etc.	
		Accounting	Commodities	Commodities: oil, gold, etc.			Commodities: oil, gold, etc.	Accounting	Commodities			Commodities: oil, gold, etc.	Commodities: oil, gold, etc.	Accounting			Commodities	Commodities: oil, gold, etc.	Commodities: oil, gold, etc.	
		Accounting	Derivatives	Derivatives: options, futures, etc.			Derivatives: options, futures, etc.	Accounting	Derivatives			Derivatives: options, futures, etc.	Derivatives: options, futures, etc.	Accounting			Derivatives	Derivatives: options, futures, etc.	Derivatives: options, futures, etc.	
		Accounting	Private Equity	Private equity: venture capital, etc.			Private equity: venture capital, etc.	Accounting	Private Equity			Private equity: venture capital, etc.	Private equity: venture capital, etc.	Accounting			Private Equity	Private equity: venture capital, etc.	Private equity: venture capital, etc.	
		Accounting	Public Equity	Public equity: IPO, etc.			Public equity: IPO, etc.	Accounting	Public Equity			Public equity: IPO, etc.	Public equity: IPO, etc.	Accounting			Public Equity	Public equity: IPO, etc.	Public equity: IPO, etc.	
Business	Operations	Production	Production: manufacturing, etc.	Production: manufacturing, etc.	Operations	Production	Production	Production: manufacturing, etc.	Production: manufacturing, etc.	Operations	Production	Production	Production: manufacturing, etc.	Production: manufacturing, etc.	Operations	Production	Production	Production: manufacturing, etc.	Production: manufacturing, etc.	
		Production	Logistics	Logistics: shipping, distribution, etc.			Logistics: shipping, distribution, etc.	Production	Logistics			Logistics: shipping, distribution, etc.	Logistics: shipping, distribution, etc.	Production			Logistics	Logistics: shipping, distribution, etc.	Logistics: shipping, distribution, etc.	
		Production	Supply Chain	Supply chain management: procurement, etc.			Supply chain management: procurement, etc.	Production	Supply Chain			Supply chain management: procurement, etc.	Supply chain management: procurement, etc.	Production			Supply Chain	Supply chain management: procurement, etc.	Supply chain management: procurement, etc.	
		Production	Quality Control	Quality control: inspection, etc.			Quality control: inspection, etc.	Production	Quality Control			Quality control: inspection, etc.	Quality control: inspection, etc.	Production			Quality Control	Quality control: inspection, etc.	Quality control: inspection, etc.	
		Production	Inventory Management	Inventory management: stock levels, etc.			Inventory management: stock levels, etc.	Production	Inventory Management			Inventory management: stock levels, etc.	Inventory management: stock levels, etc.	Production			Inventory Management	Inventory management: stock levels, etc.	Inventory management: stock levels, etc.	
		Production	Facilities Management	Facilities management: maintenance, etc.			Facilities management: maintenance, etc.	Production	Facilities Management			Facilities management: maintenance, etc.	Facilities management: maintenance, etc.	Production			Facilities Management	Facilities management: maintenance, etc.	Facilities management: maintenance, etc.	
		Production	Human Resources	Human resources: recruitment, training, etc.			Human resources: recruitment, training, etc.	Production	Human Resources			Human resources: recruitment, training, etc.	Human resources: recruitment, training, etc.	Production			Human Resources	Human resources: recruitment, training, etc.	Human resources: recruitment, training, etc.	
		Production	Information Technology	Information technology: IT support, etc.			Information technology: IT support, etc.	Production	Information Technology			Information technology: IT support, etc.	Information technology: IT support, etc.	Production			Information Technology	Information technology: IT support, etc.	Information technology: IT support, etc.	
		Production	Legal	Legal: contracts, litigation, etc.			Legal: contracts, litigation, etc.	Production	Legal			Legal: contracts, litigation, etc.	Legal: contracts, litigation, etc.	Production			Legal	Legal: contracts, litigation, etc.	Legal: contracts, litigation, etc.	
		Production	Compliance	Compliance: regulations, etc.			Compliance: regulations, etc.	Production	Compliance			Compliance: regulations, etc.	Compliance: regulations, etc.	Production			Compliance	Compliance: regulations, etc.	Compliance: regulations, etc.	