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proffered position requires a precise and specific course of study that relates directly and closely to the position in question. Since there must be a close correlation between the required specialized studies and the position, the requirement of a degree with a generalized title, such as business administration, without further specification, does not establish the position as a specialty occupation. See *Matter of Michael Hertz Associates*, 19 I&N Dec. 558 (Comm. 1988). To prove that a job requires the theoretical and practical application of a body of specialized knowledge as required by Section 214(i)(1) of the Act, a petitioner must establish that the position requires the attainment of a bachelor's or higher degree in a specialized field of study. As explained above, USCIS interprets the degree requirement at 8 C.F.R. § 214.2(h)(4)(iii)(A) to require a degree in a specific specialty that is directly related to the proposed position.

The OOH does not indicate that a baccalaureate degree in a specific field of study is the minimum educational requirement for Market Research Analyst.

The OOH also states "market research analysts are concerned with the potential sales of a product or service. They analyze statistical data on past sales to predict future sales." Further, Information in the OOH, provides insight into the types of industries in which market research analysts are normally found. According to the DOL:

Private industry provided about 9 out of 10 jobs for salaried workers, particularly economic and marketing research firms, management consulting firms, banks, securities, and commodities brokers, and computer and data processing companies.

Although the list of private industry employers is not all-inclusive, the DOL's description of a market research analyst's job implies that these types of positions are found within large firms or corporations, such as banks or worldwide pharmaceutical companies.

The business of interior design in which your organization is engaged is not within the DOL's list of industries that typically require the services of a full-time individual who performs only market research analyst duties.

In the OOH, the DOL states that "market research analysts are concerned with the potential sales of a product or service. They analyze statistical data on past sales to predict future sales." While the duties described appear to involve some sales analysis, they appear to be primarily those of an individual performing marketing duties. Further, the interior design business in which you are engaged is not within the DOL's list of industries that typically require the services of a full-time individual who performs only market research analyst duties. For these reasons, USCIS is not persuaded to label the offered position as a market research analyst position.

Further, you have enclosed an excerpt relating to market research analysts from O*NET OnLine, which discusses the educational requirements for the position. It should be noted that it states that "most of these occupations require a four-year bachelor's degree, but some do not." In addition, the O*NET makes no reference to a degree requirement in a specific field of study. Therefore, the O*NET excerpt does not serve to verify that the position is considered a specialty occupation within your particular industry.

Therefore, the evidence of record does not satisfy the criterion at 8 CFR 214.2(h)(4)(iii)(A)(1): that a baccalaureate or higher degree, or its equivalent, in a specific specialty, is normally the minimum