

HIS 492: History in the Professions Thesis

Course Information

Course Credits: 1

Semester: Fall 2020

Prerequisites: HIS 491, or concurrent enrollment

Class Meeting Times: TBD

Faculty Information:

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Course Description

This course provides the capstone experience for the History in the Professions specializations, culminating in the production of a major research project that applies historical perspective to the chosen professional cognate area. Students work with a dedicated faculty member who will shepherd the project through all the stages of the writing project.

Course Goals & Objectives

This course addresses the following programmatic and university goals / objectives:

Course Objectives:	Program Learning Outcome	University Learning Outcome
1. Research and evaluate effective marketing techniques for public exhibits and museum programming 2. Synthesize historical work with business training as developed in the History for Business track	Goal 5c: Apply business strategies and techniques to historical research projects, exhibits, and / or related displays	UG #s 1, 2, 5;

Assessment of these objectives will be based upon student performance on the capstone project, which comprises 100% of the final grade.

Assignment Policies:

Formatting: All written work you submit should be typed, on plain white paper, with all the margins set to one-inch. You should double space the body of the paper only (not the headings and title). Please use Times New-Roman 12-point font size. You will be graded on both the style and content of your papers; thus, please be sure to proofread for correct grammar and spelling. Make sure your paper is clearly organized with an introduction, argument (thesis statement), topic sentences, evidence, and conclusion. Papers must meet the minimum word-count requirement to receive full credit; however no penalty will be given for papers exceeding the suggested limit. You are required to submit a hard copy in class AND upload a copy to the Blackboard (assignments listed under "Content") by the due date and time.

Late Policy: Papers are due at the beginning of class on the date due. Late penalties begin at the end of class, and papers will incur a grade deduction of five points for each day late with a maximum penalty of 25 points (i.e. if the original grade is 85/100 and the paper was submitted one day late, it drops to an 80/100).

Course & Academic Policies

Throughout this project, you will have the opportunity to engage with clients, vendors, and the public. As a representative of the university and the history program, I expect you to display the utmost professionalism in your written and verbal interactions with other students, with university staff, and with these various groups. If you have any questions or are not sure how to manage a certain situation, please feel free to reach out to me for guidance. Likewise, if you have any concerns about your team members, please reach out to me privately. I'm here to help!

HIP Thesis Project Outline: Media Plan

This capstone experience provides you with the opportunity to synthesize both the history and business components of your specialized major, and put those skills to work in a true interdisciplinary way. Just like commercial businesses, museums and non-profit organizations need appropriate marketing plans to help them publicize their work, draw interest, and attract visitors. You will be the project manager for implementing the media plan for the HIS 341 / History department project: "Public History in the Pandemic: Misericordia Stories and Life in the Time of COVID-19." (see attachments—HIS 341 Collecting project instructions, MOU, mission draft, etc.) Our collecting project will benefit from a detailed marketing plan that highlights the importance of the work and speaks to our various audiences. It is your objective to research, compose, and implement this plan.

Stage 1: Research & Plan

What is a media plan? How do you write one? What information do you need to know to be able to write this up?

You should gather all the information you need and begin formulating your ideas for the plan. Draft up some ideas in preparation for the strategizing session. You are welcome to reach out to any of the faculty / staff involved in the HIS 341 project more information if needed.

Stage 2: Strategize

Host a strategizing session with the team (HIS 341 students) on 9/22 or 9/29. You should come into this session with a few ideas of where the plan will go. The trick is to steer the conversation appropriately so that the team members can contribute ideas, but the group still hits all the same objectives you've thought about (and possibly some new ones). You should consider the project goals / mission, how to best publicize the project, organization, audience, different platforms / media to use, etc. We'll want at minimum a press release, posters, and social media publicity. Beyond that—how else might we publicize the work?

After this meeting, you should finalize the media plan. The following week you'll meet with the students again and assign responsibilities for follow-up. You'll want to choose a platform for keeping track of the team and communicating efficiently—trello? Slack? Email? Etc.

Stage 3: Implement

By 10/6/20, we should be implementing the plan and publicizing the project. You will follow up with the team members as needed throughout the rest of the semester to ensure smooth publicity.

Deliverables:

The media plan should be a written document identifying the goals for the project, the various audiences, messaging, contacts, platforms / venues to be implemented for publication. It should also explain roles for each team member, timelines for completion of the work, communication mediums for keeping team members on task, and your responsibilities as project manager.

At the end of the semester, you will submit a portfolio of the work you created over the course of this project. The portfolio should include:

- Press release (1-2p)
- Media plan (approx. 3-5p)
- Poster designed for the project (PDF or JPEG), with a narrative explaining:
 - your concept and design strategies going into the design briefing
 - the input you received from the design team
 - the outcome of these conversations / resolutions you achieved on the poster design
- A 3-5p narrative that outlines your role as project manager, strategies you implemented, troubleshooting steps you took, challenges you addressed, goals you achieved, and directions you would pursue differently if given the project again

Media contacts:

[student was given specific contacts at the university in the media relations department, graphic design student club, graphic designers in the print shop, etc.]