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NEW STUDENT RECRUITMENT

Department of History

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Develop and design a suite of marketing materials (email template, Instagram post, direct mail postcard) aimed at new student recruitment for the undergraduate degree program in the Department of History at the University of Illinois at Urbana-Champaign. The primary target audience is rising juniors and seniors; secondary target audience is parents and high school counselors. Prepare a 15-minute PowerPoint (or similar) presentation with samples of your designs.

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RESEARCH

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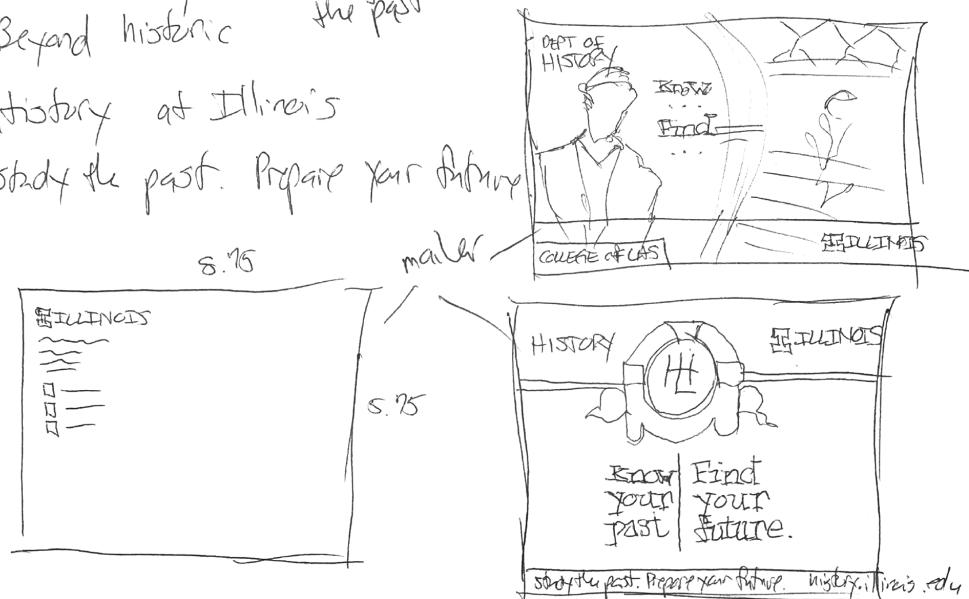
IDEATION & SKETCHES

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Be part of history... at Illinois.
Be historic
Join history
Beyond historic
History at Illinois
study the past. Prepare your future.

Be history while learning about it
Reaching to the past
Know your past. Find your future.



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DIRECT MAIL POSTCARD

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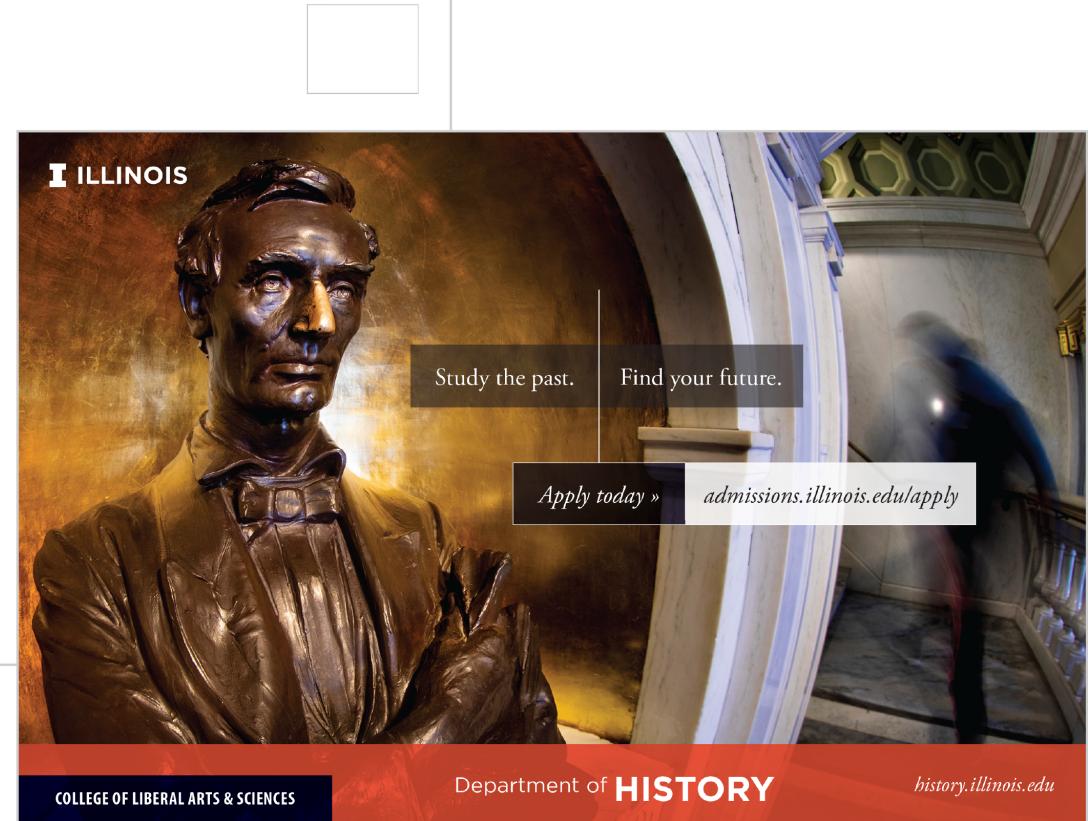
I ILLINOIS

DEPARTMENT OF HISTORY

309 Gregory Hall
810 S. Wright St.
MC-466
Urbana, IL 61801
(217) 333-1155

history.illinois.edu

-  @HistoryatIL
-  @HistoryatIL



The image features a bronze bust of Abraham Lincoln, looking slightly to the right. He is wearing a dark suit and a bow tie. The background is a warm, golden-yellow color, possibly from a mural or painting behind him. To the right of the bust, there's a doorway leading to a staircase. Overlaid on the image are several text elements: "I ILLINOIS" in the top left corner, "Study the past." and "Find your future." in dark boxes on the right side, "Apply today »" and "admissions.illinois.edu/apply" in a white box at the bottom right, and "COLLEGE OF LIBERAL ARTS & SCIENCES" and "Department of HISTORY" in white boxes at the very bottom.

I ILLINOIS

Study the past. Find your future.

Apply today » admissions.illinois.edu/apply

COLLEGE OF LIBERAL ARTS & SCIENCES

Department of **HISTORY**

history.illinois.edu

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INSTAGRAM POST

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University of Illinois at Urbana-Champaign

Study the past.

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stinson.designs Study the past. Find your future.
Apply today at <https://admissions.illinois.edu/apply>.
Learn why you should study history at the University of Illinois at <https://history.illinois.edu>.

51 seconds ago

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University of Illinois at Urbana-Champaign

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Learn why you should study history at the University of Illinois at <https://history.illinois.edu>.

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University of Illinois at Urbana-Champaign

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Department of **HISTORY**
history.illinois.edu

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COLLEGE OF LIBERAL ARTS & SCIENCES

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EMAIL TEMPLATE

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The homepage of the University of Illinois History Department features a large bronze bust of Abraham Lincoln in the foreground. The text "Study the past. Find your future." is displayed above the bust. Below the bust, the text "Department of HISTORY" and the website "history.illinois.edu" are visible. A red button labeled "Apply today" is located below the department name. To the right of the bust, there is a photograph of a female student sitting at a desk, looking towards the camera.

Why study History at Illinois?

The Department of History at the University of Illinois is a great place to nourish your mind and launch your career.

Our students enjoy personal mentorship, small classes with award-winning instructors and innovative new courses.

Our department offers hands-on experiences meant to deepen and challenge your knowledge and prepare you for life after college, and we are also committed to recognizing, assisting, and rewarding outstanding undergraduate majors. In 2016, we added six new scholarships. Four were funded by emeritus professor Charles Burkhardt, one by Friends of History, and another by alumna Christina Brodbeck, a member of YouTube. We will continue to award at least one scholarship every year.

We also offer a wide range of opportunities to learn about new topics and to hone your skills.

In our department, you will have the opportunity to:

- Solidify core skills in a small History 200 seminar
- Pursue your own research interests in a guided research class
- Polish your writing in a variety of genres, under the direction of published authors
- Publish original research through SourceLab
- Uncover "hidden histories" of the university
- Obtain a research practicum in our museum, archives, or library
- Study abroad
- Check out books at the second largest library in the nation
- Minor in anything from English to Chemistry

While you're here, you'll also be able to connect with Phi Alpha Theta and other student groups, and network with alumni and other professionals through organizations like Friends of History.

While your post-college life and career may seem far off in the distance right now, it's never too early to start planning, and at Illinois you'll acquire the skills necessary to excel in any number of occupations. Our program will provide an excellent foundation if you decide to pursue an additional degree, and our alumni work in almost every conceivable field, including law, business, tech, community outreach, and many, many more.

Think History is for you? We sure do!

Parents & Counselors

We encourage you to contact us at history@illinois.edu with any questions you may have or to set up a visit for you and your student.

DEPARTMENT OF HISTORY
(217) 333-1155
history@illinois.edu

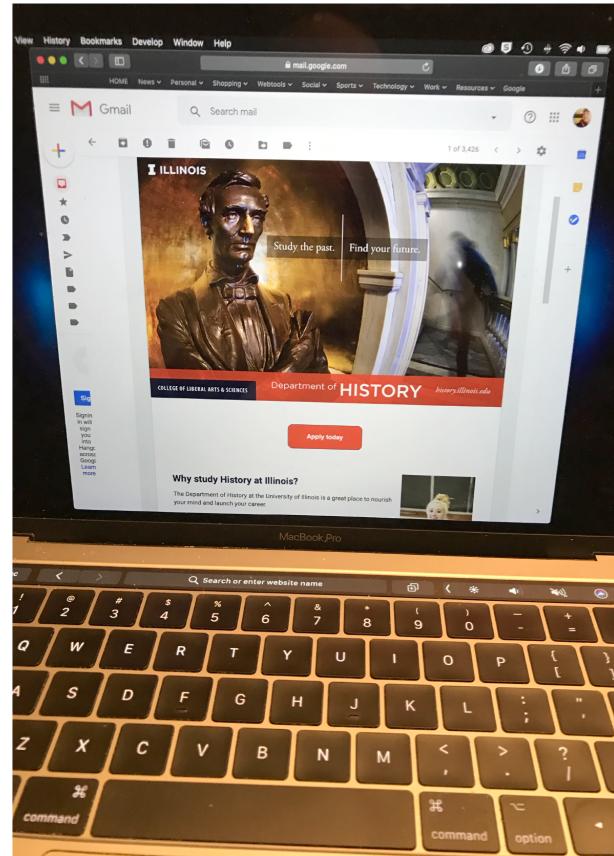
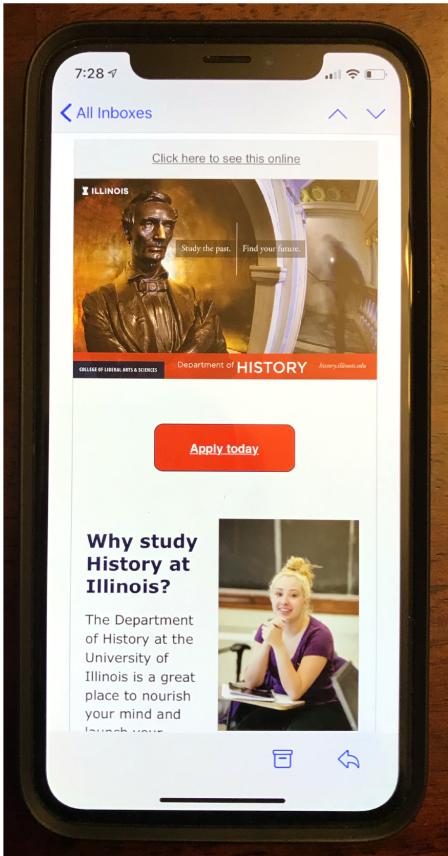
College of Liberal Arts & Sciences

ILLINOIS

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QUESTIONS?