

HISTORY OF NICHOLS COURSE

Marketing the Institution Packet 1 of 2

1. Schmidt Sandra L. "Marketing Higher Education" *Journal of Marketing for Higher Education*. 1989. 1:2, 3-14.
2. Hartley, Matthew and Christopher C. Morpew. "What's Being Sold and To What End? A Content Analysis of College Viewbooks" *The Journal of Higher Education*. 2008. v. 79, no. 6. p. 672-691.
3. Nichols Academy Newspaper Ads, 1828-1899
4. Nichols Academy Ad c. 1875/6.
5. *Nichols Academy Catalogue*. 1835.
6. Nichols Academy Flier, 1861.
7. *Nichols Academy Catalogue*. 1886.
8. Nichols Academy Ad, July 1904.
9. *Nichols Academy Annual Catalogue*. 1907-1908 (first pictures).
10. "Nichols Gets the Gold for Viewbook" *The Bison*. April 12, 1988.
11. Development Office Proposal. 1979-1980.
12. "The Director of Development" *Nichols College Long Range Plan*. May 1983. P. 12.
13. "Public Relations and Publications Goals" *Nichols College Long Range Planning Report*. 1988. P. 4-6.
14. "Description: Publications" *Nichols College Self-Study Report to NEASC*. August 8, 1994.
15. "Marketing Enhancements" *Nichols College Interim Report to NEASC*. August, 1997. P. 4-5.
16. "Admissions/Recruitment" *Nichols College Interim Report to NEASC*. 2004. P. 9, 45.
17. "Admissions/Recruitment" *Nichols College Interim Report to NEASC*. 2009. P. 20, 46.

Marketing the Institution Packet 2 of 2

1. *Nichols: A Junior College of Business Administration and Training*. c. 1932.
2. *Nichols: A Junior College of Business Administration and Training*. 1932-1933.
3. *Nichols Junior College Viewbook*. 1930s.
4. *Nichols Junior College Viewbook*. 1940s.
5. *Nichols College of Business Administration for Men Viewbook*. 1950s.
6. *Nichols College Viewbook*. 1965.
7. *Nichols College Viewbook*. 1970s.
8. *Nichols College Viewbook*. 1970s.
9. 1987 Oversize 'Viewbook'
10. *Nichols College Viewbook*. C. 1990.
11. *Nichols College Viewbook*. C. 1996.
12. *Learn to Be At Nichols*. 2010.

QUESTIONS TO ANSWER (These are ones you will want to answer but you may think of others as well!) Weave the answers into your paper in a logical manner

What – What is your topic about?

- What kinds of marketing 'products' were created? Did their content, format, etc. change and how? (Think text vs. pictures. What images were chosen. What topics were chosen?)

When – When did marketing products change and how?

Who – Who was the target audience? Did it change? Who was responsible of marketing? Did it change?

Why – Why was a special administrative office created? What was/is its purpose?

So What? – What impact did this have on the Nichols and beyond?