

MASTER OF ARTS - PROFESSIONAL COMMUNICATION CAPSTONE PROSPECTUS REQUIREMENTS

Professional Thesis

Professional Project

DESCRIPTION: The prospectus is a 4 page document which clearly proposes and explains the idea for your capstone.

The professional thesis is an original research investigation utilizing quantitative, qualitative or rhetorical methods to explore a specific communication trend, event or phenomenon.

The professional project is a clear demonstration of communication knowledge to create a specific industry product (e.g., social media plans, video documentaries, training manuals, workshops university course creation, etc.).

TITLE PAGE

Required

Required

EXECUTIVE SUMMARY

½ page summary of plan

½ page summary of plan

INTRODUCTION & JUSTIFICATION

Introduces thesis & explains why topic is important (with preliminary evidence to support (½ page)

Introduces project with essential facts, dates, figures (½ page)

LITERATURE REVIEW & RATIONALE (1 PAGE)

Provides evidence of working knowledge of key aspects of topic. Research questions and/or Hypotheses should be clearly stated. Should include at least 8 sources.

Provides evidence of working knowledge of key aspects of topic that prepare the candidate to perform the project. Should include at least 8 sources.

METHOD (½ PAGE)

Clearly describes research method. IRB should be addressed as appropriate.

Clearly describes the project, including personnel/resources.

DELIVERABLES/OUTCOMES (½ PAGE)

What exactly will you produce and in what form? Usually for a thesis, the final deliverable is the actual paper with write-up of the findings and possibly a professional application for the thesis.

What exactly will you produce and in what form? This often includes documents, screenshots, reflections, etc. Anything to show what you did and how you did it.

REFERENCE LIST (1 PAGE NOT INCLUDED IN 4 PAGE COUNT)

Required and must conform to current edition of APA style

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APPENDICES

As needed

As needed

In addition to these requirements, the prospectus must be submitted during the session just prior to the session in which students plan to take the 3 required hours of capstone (either COMM 6900 for thesis or COMM 6910 for projects). Any student failing to meet that deadline will need to take a capstone "continuance" credit in the following session. Please visit the MAPC capstone page to see the specific deadline dates for prospectus documents: <https://www.suu.edu/hss/comm/masters/capstone/capstone-submission-checklist.html>

Each student is required to have a committee chair that will direct the capstone to completion. All chairs must be in place the semester before completing the prospectus. Members of the Department Graduate Council will read the prospectus and provide input to solidify the core idea and help shape and approve the prospectus. The approval process will occur within 2 weeks of submission. Once the prospectus is approved, the student will work directly with his/her chair and work to complete the project before the end of the capstone session.