

# MASTER OF ARTS - PROFESSIONAL COMMUNICATION CAPSTONE PROSPECTUS REQUIREMENTS

## Professional Thesis

## Professional Project

## Advanced Industry Internship

**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.).

The advanced industry internship is designed to help students gain legitimate industry work consistent with post-graduation career goals. The internship must be sponsored by a legitimate on-site professional and should be at least 1 semester.

### TITLE PAGE

Required

Required

Required

### EXECUTIVE SUMMARY

½ page summary of plan

½ page summary of plan

½ page summary of plan

### INTRODUCTION & JUSTIFICATION

Introduces thesis & explains why topic is important (½ page)

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

Introduces internship 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.

Provides evidence of working knowledge of key aspects of topic that prepare the candidate to successfully fulfill the internship. 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.

Clearly describes candidate's activities (details can be provided in an appendix).

### DELIVERABLES/OUTCOMES (½ PAGE)

What exactly will you produce & in what form? See Capstone Requirements

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### 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

As needed

In addition to these requirements, the prospectus must be submitted by the second Friday of the semester in which students plan to take the 3 required hours of capstone (either COMM 6900 for thesis or COMM 6998 for internships or projects). Any student failing to meet that deadline will need to take the capstone credits in the following semester.

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 in time to present at the Department Capstone Symposium and finalize all paper work. Presentations will take place on the final Thursday of the semester. Students who wish to complete the capstone during the summer will need to submit their prospectus 2 weeks before the end of the semester. Students also need to secure approval from their capstone chair to enroll in capstone hours during the summer session.