

# MASTER OF ARTS - PROFESSIONAL COMMUNICATION CAPSTONE PROSPECTUS REQUIREMENTS

## Professional Thesis

## Professional Project

**DESCRIPTION: The prospectus is a 1000-1250 word document that clearly proposes and explains the idea for your capstone. If you go over the word count, your chair will return your prospectus to you for revision.**

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 (NOT INCLUDED IN WORD COUNT)

**Required** - Be sure to include the title of your paper, your name, and your chair's name

**Required** - Be sure to include the title of your project, your name, and your chair's name

### ABSTRACT

Brief 150 word summary of the entire research project

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### INTRODUCTION & JUSTIFICATION

Introduces the thesis and explains why topic is important (with preliminary evidence to support)

Introduces project with essential facts, dates, figures

### LITERATURE REVIEW & RATIONALE

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 and a sense of the key areas of literature to be addressed in the thesis.

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

Clearly describes research method, including the theory to be tested/ applied, texts to be analyzed, participants to be sampled, etc. IRB should be addressed as appropriate.

Clearly describes the project, including personnel/resources and how the project relies on theory and/or "best practices" from the field of communication.

### DELIVERABLES/OUTCOMES

Outlines exactly what will be produced 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.

Outlines exactly what will be produced and in what form. This often includes documents, screenshots, reflections, presentation notes, post-project surveys, etc. Anything to show what you did and how you did it.

### REFERENCE LIST (NOT INCLUDED IN WORD COUNT)

Required and must conform to current edition of APA style

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### APPENDICES

As needed

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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 the submission deadline. Once the prospectus is approved, the student will work directly with their chair and work to complete the project before the end of the capstone session.