

MASTER OF ARTS - PROFESSIONAL COMMUNICATION CAPSTONE REQUIREMENTS

| Professional Thesis | Professional Project | Advanced Industry Internship |
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| DESCRIPTION | | |
| <p>The professional thesis is an original research investigation utilizing quantitative, qualitative or rhetorical methods to explore a specific communication trend, event or phenomenon. At a minimum, the thesis should be of sufficient quality to pass the standard blind peer review process expected for discipline conference papers. Students should work to make a quality product that could eventually lead to publication.</p> | <p>The professional project is a clear demonstration of communication knowledge to create a specific industry product. Such products include: social media plans, video documentaries, training manuals, workshops university course creation, to name a few. Such projects should be grounded in relevant literature to create a foundation of best practices for the particular product.</p> | <p>The advanced industry internship is designed to help students gain legitimate industry work similar consistent with post-graduation career goals. Students should find an internship with an organization where they could imagine themselves working. The internship should be sponsored by a legitimate on-site professional and the student should be able to assemble a portfolio of relevant work created during the experience. The duration should be at least 1 semester.</p> |
| TITLE PAGE | | |
| Required | Required | Required |
| ABSTRACT | | |
| 50-100 word summary of paper | 50-100 word summary of project | 50-100 word summary of internship |
| ACKNOWLEDGMENT | | |
| 1-page description of process and recognition of individuals or organizations influential in completion | 1-page description of process and recognition of individuals or organizations influential in completion | 1-page description of process and recognition of individuals or organizations influential in completion |
| STRUCTURAL ELEMENTS (Signature Page, Table of Contents, Table of Figures or Charts) | | |
| Minimum of Signature Page and Table of Contents. Others as needed. | Minimum of Signature Page and Table of Contents. Others as needed. | Minimum of Signature Page and Table of Contents. Others as needed. |
| BODY OF REPORT | | |
| A 25-page paper with the following sections (as listed below) | A 25-page paper with the following sections | A 25-page paper with the following sections |
| INTRODUCTION 1 PAGE | | |
| Introduces thesis, Topic justification | Introduces project with essential facts, dates, figures; Topic justification | Introduces internship with essential facts, dates, figures; Topic justification |
| LITERATURE REVIEW 8-10 PAGES | | |
| (note: actual page numbers between Lit Review, Method and Results can vary as long as combined is 23 pages.) | | |
| Section contains multiple subheadings that provide all essential background and evidence of working and conversational knowledge of all aspects of topic. Justification of reasons for research. Research questions and/or Hypotheses should be clearly stated. | Section contains multiple subheadings that provide all essential background and evidence of working and conversational knowledge of all aspects of topic that prepared the candidate to perform the project. Justification of reasons why project needed to be fulfilled. | Section contains multiple subheadings that provide all essential background and evidence of working and conversational knowledge of all aspects of topic that prepared the candidate to prepare and fulfill the internship. Justification of reasons internship was necessary or beneficial. |
| METHOD 8-10 PAGES (Some pages may be used for Results/Disc) | | |
| Clearly describes research method. | Clearly describes the project. | Clearly describes candidate's activities (details can be provided in an appendix). |
| RESULTS AND DISCUSSION 2-3 PAGES | | |
| Describes outcomes and suggestions for future research | Describes outcomes and suggestions for future projects | Describes outcomes |
| CONCLUSION 1 PAGE | | |
| Summarize research and professional application | Summarize project and professional application | Summarize internship and professional application |
| REFERENCE LIST | | |
| Required and must conform to current edition of APA style | Required and must conform to current edition of APA style | Required and must conform to current edition of APA style |
| APPENDICES | | |
| If applicable these documents should conform to current edition of APA style | If applicable these documents should conform to current edition of APA style | If applicable these documents should conform to current edition of APA style |
| DIGITAL PERMISSION | | |
| All required library forms must be completed and submitted (see thesis forms at the bottom of this policy list): http://www.li.suu.edu/page/policies-list | All required library forms must be completed and submitted (see thesis forms at the bottom of this policy list): http://www.li.suu.edu/page/policies-list | All required library forms must be completed and submitted (see thesis forms at the bottom of this policy list): http://www.li.suu.edu/page/policies-list |
| FINAL PRESENTATION | | |
| The thesis will be presented in a Department Capstone Symposium on the last Thursday of the semester (during the University Hour) between 11:30-12:30 Mountain Time. The presentation should not exceed 10 minutes. Students are encouraged to present in person, but other arrangements to present via skype may be allowed with advanced notice. | The project will be presented in a Department Capstone Symposium on the last Thursday of the semester (during the University Hour) between 11:30-12:30 Mountain Time. The presentation should not exceed 10 minutes. Students are encouraged to present in person, but other arrangements to present via skype may be allowed with advanced notice. | The internship will be presented in a Department Capstone Symposium on the last Thursday of the semester (during the University Hour) between 11:30-12:30 Mountain Time. The presentation should not exceed 10 minutes. Students are encouraged to present in person, but other arrangements to present via skype may be allowed with advanced notice. |