

Guidelines for the Master's Thesis and the Master's Professional Experience

Main Purpose of the Thesis: To make a contribution to the discipline of Communication.

Main Purpose of the Professional Experience: To make a contribution to an external organization.

Advisement of the Master's Thesis and the Master's Professional Experience

For the Thesis, the student selects a Chair who also serves as the Thesis Advisor. In consultation with the Chair, two additional faculty Readers are selected.

For the Professional Experience, the student selects a Chair who also serves as the Professional Experience Advisor.

CMST 570 Advanced Communication Research is a requirement before undertaking the Thesis or Professional Experience. In CMST 570, students build their complete research proposal for either Thesis or Professional Experience.

Guidelines for the Master's Thesis include:

1. Abstract
2. Introduction (including justification and identification of problem)
3. Literature Review (review and critique of existing literature, generating research questions)
4. Methodology (research on humans needs approval from ESU's Institutional Review Board, IRB).
5. Data Collection
6. Analysis of Data
7. Discussion
8. Conclusion
9. References
10. Appendices (if applicable)

Format Guidelines for the Professional Experience include:

1. Executive Summary
2. Introduction identifying Problem/Issue/Case
3. Literature Review
4. Proposed Professional Experience (Situational Analysis of Problem, Objectives/Strategies/Tactics)
5. Professional Experience Implementation (Calendar, Resources Required)
6. Assessment of Outcomes and Suggestions for Improvement
7. Conclusion
8. References
9. Appendices (if applicable)