Master of Arts in Communication Studies

California State University, San Bernardino

Program Handbook*

^{*} Subject to change; all substantive changes communicated via e-mail to M.A. students and Communication Studies full-time faculty

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INTRODUCTION

Congratulations on your admission, and welcome to graduate school! You have been accepted into this program because the Graduate Committee believes you will succeed. You are joining a graduate program that has become increasingly known for the quality of its instruction and the success of its graduate alumni. This *Handbook* is designed to assist you in successfully navigating graduate school.

Generally, there are two sets of graduate policies that you need to observe: (a) university policies, and (b) program policies. <u>All university policies</u> about graduate studies are available at http://gradstudies.csusb.edu/currentStudents/index.html.

This *Handbook* focuses on <u>our M.A. program's policies</u>. Generally, your Graduate Coordinator and your Committee Chair are your primary resources; please make sure to stay in touch with them often.

All students are accepted with Conditionally Classified status, meaning that certain prerequisites need to be completed. Students are informed in writing which requirements must be fulfilled in order to advance to Classified status. The prerequisites typically include: (a) completing up to 6 undergraduate units in the Communication Studies BA program with a grade of B or better; (b) completing Introduction to Graduate Study (COMM 6000) with a B or better. There are few exceptions made to students who might have faced extreme hardship during their undergraduate years.

If you are required to take an undergraduate course that has a prerequisite assigned to it (for instance, COMM 2101 is a prerequisite for COMM 3102), the Graduate Coordinator can permit you to register for COMM 3102 without having to take COMM 2101. Regardless of the requirement(s), these prerequisites are designed to help you succeed in the program and to prepare you for graduate work. You are expected to complete all your prerequisites and other requirements during your first year in the program, so that you may advance to **Classified** status. If you do not meet the requirements, you will be disqualified from the program. However, once you meet the specified requirements as outlined in your acceptance letter, the Graduate Coordinator will advance you to **Classified** status and will inform you.

Periodically, the Graduate Coordinator reviews student records. The Coordinator may send you an email to inform you of your status, may put you on probation, or may advance you to the next step if necessary. If you are advanced, you and others (Committee Chair, Office of the Registrar, etc.) will also be notified.

Once you achieve **Classified** status, your next milestone is to advance to **Candidacy**. This is the highest level a student can reach until she or he graduates. Candidacy is awarded by the Graduate Coordinator and designates that the student has completed a significant amount of coursework, has an officially recognized Committee, and has an approved Plan of Study.

Irrespective of the level a student may obtain, if placed on **Probation**, the student must meet the requirements of probation and then work towards Candidacy once again. Probationary status could be the result of a number of reasons; however, typically it is given for a deficient GPA or failure to complete the prerequisites within the required timeframe. If this occurs, the student has <u>one semester</u> to improve the infraction and remain in the graduate program.

COURSEWORK

As a Conditionally Classified student, the Graduate Coordinator must permit you to enroll in courses. As a Classified student, you may enroll yourself in the courses offered by our department, except for independent studies (COMM 6951-4), internships (COMM 6751-4), the culminating experience proposal/preparation course (COMM 6084-5), and culminating experience (COMM 6963, COMM 6973 or COMM 6980), for which you need the permission of the Graduate Coordinator. You also need the permission of the Graduate Coordinator before enrolling in a course offered by a different department, as well as the permission of that department. The Graduate Coordinator will assist you with this process.

Before you select a committee, the Graduate Coordinator serves as your advisor; otherwise, your Committee Chair is your program advisor. Regardless of your status, you should carefully think about and map out your coursework. Just because you take graduate classes does not necessarily mean the classes will "count" in your program of study. It is a good idea to have an approved Committee and an approved Plan of Study before taking electives, particularly electives in a different department, as they may not count toward your degree.

During your first year of graduate school, you should focus on successfully completing the required core courses: COMM 6000, COMM 6001, COMM 6002, and COMM 6003.

The core Communication courses are offered as follows:

COMM 6000: Introduction to Graduate School (offered in Fall)

COMM 6001: Theoretical Perspectives in Communication Studies (offered in Fall)

COMM 6002: Quantitative Research Methods (offered in Spring) COMM 6003: Qualitative Research Methods (offered in Spring)

The department usually prepares a two-year schedule for the graduate program ahead of time; however, schedules are subject to change throughout the year, depending on faculty availability.

In the graduate program, 6 units (2 graduate courses) constitute full time status. It is generally not recommended that students register for more than 9 units (i.e., three 3-unit seminars) in any single term. In terms of taking prerequisites concurrently with graduate level courses, consult the Graduate Coordinator. Depending upon the situation, students may take 2 prerequisite undergraduate courses concurrently with 1 graduate-level course.

Graduate classes are 5000- and 6000-level courses. If you register for a 5000-level course, which is available for undergraduates to enroll, you **must** complete additional work, readings, papers, etc. making the load of graduate level and quality. If the professor does not assign additional work for graduate students, it is your responsibility to ask for more. We encourage graduate students to register for 6000-level classes since they are designed especially for the graduate program. Only two 5000-level classes will count in a student's Plan of Study, with very few exceptions. To understand more about which courses may count for advancement towards your M.A. degree, please see the *Bulletin* for the approved electives and the "Plan of Study" section in this Handbook.

CONSTITUTING THE COMMITTEE

Once you have completed 9-12 graduate units and before you complete 15 units, you should select your Committee and put together an approved Plan of Study. To do this, the first step is to select a Chair for your Committee. This person is extremely important in assisting you through the program. The Committee Chair serves as your advisor, advocates your cause, edits your work, and wants you to succeed. This person must be a tenured or tenure-track professor in the Department of Communication Studies. Tenured and tenure-track faculty members have the titles, "Assistant Professor," "Associate Professor," or "Professor."

To select your Chair, you most likely have to conduct research to determine who would best fit your needs. Talk to the Graduate Coordinator and others to discuss your ideas. Read professors' publications, research, and conference papers. Check the professors' bios and websites. See what kinds of classes the professors teach. Interview several professors to learn more about them and decide who would be best on your Committee. Ask yourself what your research interests are. Are you considering writing a thesis? Conducting a project? Or might you take comprehensive exams? What qualities are you looking for in a Chair? What are your expectations?

Once you have a person or two in mind, you should make an appointment and meet with the person you wish to become your Chair. Discuss your ideas, your interests, expectations, and timeline for completion. Ask the person to consider serving as your Chair and explain why you want that person to be your Chair. Essentially, make it clear why you selected that person and how that person can help you succeed in the program. It may be that you selected that person because you share similar research interests. It may be because that professor is well organized and knows how to help you get through the program efficiently. Whatever the reason you selected the professor to serve as your Chair, if the person says no, don't take it personally. Move on to another potential Chair.

The second step is to assemble a Committee. Once you have a Chair, discuss with your Chair who you might think would be good Committee members. Explain why you would like others to serve on your Committee and explain what role you foresee them taking. Be open-minded to consider other options that the Chair may suggest. After you and your Chair have decided on two other Committee members, repeat the process by making appointments with those professors.

Virtually all university professors and lecturers are on a nine-month contract. This means that they are not required to be available to students in the summer. If a professor/lecturer teaches summer school, he or she is only required to be available to those students registered for that summer course. This is important if you plan on making progress during the summer or any other breaks throughout the academic year. Many professors/lecturers will be available to graduate students, but this is only if they choose to. You may want to disclose this request while selecting your Committee. Just because a professor/lecturer was available one summer or to one student, does not mean this is always the case for all students. You may also want to investigate whether a professor is planning a sabbatical, leave of absence, visiting scholar, etc., to plan your degree completion.

You may invite <u>one</u> Committee member from another academic department with the permission of the Graduate Coordinator, but there must be a reason you selected that person. If you wish to invite a faculty from outside the campus, you need the permission of the Graduate Coordinator, as well as the permission of the Dean of Graduate Studies.

You will need a minimum of three Committee members (including your Chair). Once they agree to serve on your Committee, you need to obtain their dated signatures on the Advisor and Committee Designation form. This form is submitted to the Graduate Coordinator for final approval and signature. Once the Graduate Coordinator makes the Committee official, a copy of the approved form will be distributed to everyone involved.

During your term as a graduate student, your interests may change or your Committee members may not be available (on sabbatical, take a position elsewhere, etc.). Although your Committee is not set in stone, it is not advisable to change your Committee too often, if at all. By signing the Committee Designation form, your members are committing to you and you are committing to your members. However, if someone is dismissed as a Committee member, it is your responsibility to replace that person and complete a new Committee Designation form.

PLAN OF STUDY

Once you have advanced to Classified status, have obtained an approved Committee, and have completed no more than 15 units, you must work with your Committee Chair to develop a **Plan of Study**. This Plan of Study is individualized for each student. It essentially serves as a contract or agreement stating that you will take the classes as prescribed on your Plan of Study and in return, they will be applied towards your M.A. degree in Communication.

All students must complete a minimum of 30 units to graduate. These units do not include any prerequisites or classes that counted to a prior or concurrent degree. As stated in the *Bulletin*, no more than 30% of your coursework on your Plan of Study may be transferred; however, the Graduate Coordinator and Graduate Committee must approve all transferred courses.

Once you have consulted with your Committee Chair, complete the <u>Plan of Study form</u> and circulate it to your committee members for their approvals. After the student's Chair and Committee Members sign the Plan of Study, it must be submitted to the Graduate Coordinator for final approval. If the Graduate Coordinator does not approve it, it will be returned to the student or the student's Chair for corrections and resubmission.

After the Graduate Coordinator approves the Plan of Study, a copy is submitted to the student's Chair, the student, and the student's file. The Office of the Registrar (Graduate Records) will check your list of completed classes against the bulletin, and for any class that is not listed in the bulletin, an exception should be entered by the Graduate Coordinator on a student's PAWSs. Please consult your Chair and the Graduate Coordinator before you revise your plan.

SECOND YEAR

In your second year, you should be well on your way to completing your degree. With a Committee and Plan of Study in place, you should be making substantial progress in your coursework and -- perhaps -- your thesis or project plans. Your second year should consist of elective courses, proposing/preparing for your culminating experience, completing that culminating experience, and defending your work.

If you are working on a thesis or project as your culminating experience, it is highly recommended that you complete your Proposal in the first term of your second year, collect data throughout either the Winter Intersession or summer, and then work on the thesis or project, itself, in the following term. At the end of that

term, you could defend the thesis or project, complete any required editing and re-writes, and submit it to the Graduate Studies Office for review. This is the best-case scenario to finish in a two-year time frame with a thesis or project.

If you are planning on taking the comprehensive exam, you should plan on completing your coursework by the end of the previous term.

CULMINATING EXPERIENCE

In addition to required and elective coursework, Communication Studies M.A. students complete a "culminating experience" in their final term (or terms) in the program. The three options are: Thesis (COMM 6973), Graduate Project (COMM 6963), or Comprehensive Exam (COMM 6980).

The processes for completing a Thesis or Graduate Project are quite similar. So, these two options are discussed together in the following sections. The processes for completing a Comprehensive Examination are quite different. So, they are discussed in subsequent sections of this *Handbook*.

Options 1 & 2: Thesis and Graduate Project

The first two Culminating Experience options for the M.A. in Communication Studies are Thesis (COMM 6973) and Graduate Project (COMM 6963). Title V of the California Code of Regulations stipulates:

A thesis is the written product of a systematic study of a significant problem. It identifies the problem, states the major assumptions, explains the significance of the undertaking, sets forth the sources for and methods of gathering information, analyzes the data, and offers a conclusion or recommendation. The finished product evidences originality, critical and independent thinking, appropriate organization and format, and thorough documentation.

A project is a significant undertaking appropriate to the fine and applied arts or to professional fields. It evidences originality and independent thinking, appropriate form and organization, and a rationale. It is described and summarized in a written abstract that includes the project's significance, objectives, methodology and a conclusion or recommendation.

The structure and responsibilities of thesis and project *committees* are governed by <u>CSUSB's</u> Thesis/Project/Dissertation Committee Policy and Guidelines.

For the M.A. in Communication Studies, completing a Thesis or Project typically requires two or more terms. In the first term, the student registers for Thesis or Project Proposal (COMM 6085). In this 3-unit supervision course, students work closely with their Chair (and, perhaps, other committee members) to develop a written proposal for the research study or project they wish to undertake. Some Committees may also require an oral defense of the proposal.

After the committee approves of the proposal, the student then registers the following term for Thesis (COMM 6973) or Graduate Project (COMM 6963). Here, the student *actually* carries out their thesis or project under the supervision of their Chair and with the support of their Committee members. Once they have completed the

study or project, they present that work before their Committee at an Oral Defense, which is announced to the Department and open to the public.

Each of these components -- Proposal, Thesis, Graduate Project, and Oral Defense -- are described in the following sections.

Student's Committee Responsibilities

The structure and responsibilities of thesis, project, and dissertation *committees* are governed by <u>CSUSB's Thesis/Project/Dissertation Committee Policy and Guidelines</u>.

Chair: Once they have agreed to work with you, you should plan to meet often to discuss ideas, progress, and problems. The Chairperson is obligated throughout the completion process to ask you questions and give you suggestions regarding the scope of your thesis/project, your specific topic's thesis or hypothesis, your methods of data collection and analysis, and any obstacles to completion that you encounter.

Committee: At the time that all faculty members agree to serve on the Committee, you should guide them in the ways that you want them to help you. Remember, you have chosen people for specific purposes. They should help you with suggesting references, developing concepts and ideas, and consulting on methodology. Minimally, all Committee members must read, comment--in writing--on both your thesis/project proposal, your final draft, and attend your defense to contribute final comments and suggestions. To use your Committee members most advantageously, you should schedule meetings with them throughout your work, in order to help you on your literature review, key terms and key questions and methodology--or all three.

Thesis or Project Proposal (COMM 6085, 3 units)

For students who choose to complete a thesis or project as their culminating experience, a **Proposal** (also known as a "Prospectus") is first required. The purpose of the proposal is to help your Chair and Committee to effectively support the steps you will need to take to complete your thesis or project. Generally, your Committee members will expect:

- 1. Clarity, comprehension, and innovativeness of your thesis statement or hypothesis;
- 2. Logicality and conciseness of your proposal's organizational structure;
- 3. Appropriateness of research method and feasibility of project.

To complete a proposal, students first register for Thesis or Project Proposal (COMM 6085) by completing a <u>Supervision Course Application</u>. Boilerplate language for the Supervision Course Application is available <u>on the M.A. Program website</u>. However, students should complete this form with the advice of their Chair.

In this 3-unit supervision course, students work closely with their Chair (and, perhaps, other Committee members) to develop a written document outlining the study or project the student wishes to undertake. Proposals vary in length and content depending on the subject matter and the preferences of the Chair. At minimum, though, a proposal contains a problem statement, research question(s), literature review, methodology, and plans for data collection and analysis. A proposal should be no less than 20 pages in length, double-spaced; some may be as long as 60+ pages. Oftentimes, the proposal is adapted to become the first few chapters of the completed thesis or project.

The second step is to obtain Committee approval of your Proposal. At the minimum, all Committee members must read and sign off on your proposal. Some Committees may require an oral defense. The final version of your Proposal with the dated signatures of all members of your Committee must be submitted to the Graduate Coordinator before you are granted approval to register for Thesis (COMM 6973) or Graduate Project (COMM 6963).

If you are using human or animal subjects (participants), you must gain written approval from the CSUSB **Institutional Review Board (IRB).** The Board follows Federal regulations for the protection of live research subjects. The use of human subjects is governed by Executive Memorandum 93-04 and by policies of the CSUSB IRB. For animal subjects, Federal guidelines require that you submit a Research Protocol to the Chair of the Institutional Animal Care and Use Committee under the IRB.

For a copy of the guidelines for proper procedures, deadlines, to schedule a review of the research protocol form, or obtain other information, go to http://research.csusb.edu or contact the Office of Academic Research at 909-537-7588. IRB approval or exemption must be granted before you begin your proposed research and the approval process can be time-consuming so plan early. If you gather any data prior to obtaining IRB approval or exemption, your data may be confiscated.

Proposal Content

The content of a proposal varies among topics and Committee Chairs; however, there are some very basic portions for each proposal. Use this as a guideline; it is not set in stone, and it is not necessarily in this order. Ultimately, you must rely on your Committee Chair for direction and guidance.

Introduction: This section of the proposal should set the tone for the reader by introducing the topic. Writing a thesis or project is like entering a conversation with others in the field. You need to tell your readers why the problem you chose to study is important and worth pursuing and which scholarly "conversation" you plan to join.

Literature Review: Several literature reviews may be in your proposal; however, there is usually one section designated as the literature review section. This can include a review of relevant research on your proposed topic, a review of the theory(ies) you propose to use, or the method(s) you choose to employ. If this section is a literature review of your topic, then generally the presentation of your literature review puts your problem into a scholarly context.

State clearly what theory you will rely upon to situate your thesis or project. You should explain the theory and rely on the literature for those who have used it in the past. This establishes that you know what it is and how it has been used. In addition, justify why you have chosen to use this particular theory with this particular sample or data. Explain why the theory will help you address the research questions.

The literature review should end with a *summary statement* that includes what scholars know and don't know about the topic. The conclusion to this section is how your research will employ and extend the literature. You may be arguing that there is a gap in the literature and your research will fill that void.

Statement of the Problem/Research Questions: Stemming from the introduction and literature review, this section concisely explains the problem that exists and questions you propose to answer. You may address questions such, as why is it worthwhile to spend time on this work? What may be its theoretical and/or

practical significance? What contribution might it make to the field? What practical uses might your work have?

Method(s): State clearly what method(s) of data collection and data analysis you will use to complete your thesis or project. At the very least, you should explain the method of data collection and rely on the literature for those who have used it in the past. This establishes that you know what it is and how it has been used. In addition, justify why you have chosen to use this particular method with this particular sample or data. Explain why the method will help you address the research questions.

Data: Explain your data and how you will gain access and collect it. If you have variables you are investigating, you will need to state the operational definitions. If you are doing a descriptive, interpretive or qualitative study, define your units of analysis and how you will obtain them. Justify that the data you obtain is sufficient and appropriate to address your problem.

Thesis Outline: Briefly state the chapters and components of your thesis or project. This offers your Committee an idea of how many chapters you expect to write and what they will contain.

Project Timeline: Briefly outline your proposed time frame to complete the project.

Limitations: Every thesis and project has its limitations. It is important to acknowledge and explain what yours are without belittling your work's importance.

Essentially, the proposal/prospectus serves several purposes. It forces the student to put their ideas on paper in a cogent manner and allows Committee Members to read and comment on what the student wants to do. It offers the student a chance to demonstrate his or her knowledge in the field regarding the topic, method, theory, and research procedures. If the student appears knowledgeable, the scope is manageable, and is conceptually strong, the Committee will give approval for the thesis or project.

The Department of Communication Studies does not require a formal proposal defense or meeting, although some Committees may request it; however, all members are required to read, edit, and approve the proposal before the student begins any portion of the thesis or project (this includes data collection). One copy of the approved proposal with the Committee members' dated signatures must be turned in to the Graduate Coordinator in order to gain permission to register for Thesis 6073 or Graduate Project 6063.

Thesis (COMM 6973, 3 units)

For the M.A. in Communication Studies, a thesis typically consists of a scholarly manuscript describing an original, empirical research study conducted by the student. The student conducts that study and develops the associated manuscript with the guidance of the Chair and the support of the Committee. Typically, the Chair proofreads, edits, and comments as you complete and re-write each chapter. Some Committee Members may want to read chapters as you complete them, while others may only want to read the final draft. Do not distribute the chapters or thesis draft to your Committee Members unless instructed to do so by your Chair. Once your Chair instructs you to do so, establish whether your Committee Members prefer a digital copy of your thesis/project, a hard copy, or both. Distribute your thesis/project to your Committee Members. Include instructions such as, "This is a completed draft. I would appreciate any comments you offer and would like to defend it this term." If your Committee determines the thesis is ready for defense, you should work with your Chair to determine a time, date, and place for the oral defense. Generally, additional changes are required after the oral defense. To graduate on time, you need to meet all the deadlines for formatting consultation, manuscript

review, and publication. See the section below on Thesis/Project Formatting, Manuscript Review, and Publication for more information.

For the M.A. in Communication Studies, a thesis typically consists of a scholarly manuscript describing an original, empirical research study conducted by the student. The research process maps onto the structure of the thesis as follows:

- I. Literature review: In this section, you review all facets of your proposed topic that are relevant to your thesis/hypothesis. This section presents your thesis in a scholarly context by comparing and contrasting important definitions of key terms, key concepts and key arguments about your topic that have preceded your argument.
 - A. The review can be organized according to the following possibilities:
 - 1. Others' uses of key concepts or variables, and their definitions.
 - 2. Others' types of samples used.
 - 3. Others' methods employed or similar devices, such as textual analyses, that focus the information on the proposed topic.
 - 4. The review should end with a summary statement that includes what scholars know and don't know about the topic.
 - B. The review should be as comprehensive as possible. If you are unfamiliar with keyword searches, you should ask your Committee—and reference librarians—to help you develop a long list of possible keywords, as well as possible library databases and relevant holdings in the region.

II. Collecting data

- A. Forms of data: In Communication Studies and related fields, data collection can occur in either of three major categories:
 - 1. Data that doesn't come from people "out there." This data source has been compiled or produced by someone else: documents, original manuscripts and letters, histories, monographs, newspaper articles, photographs, speeches, demographic or survey data, judicial cases.
 - Highly structured collection of data from living subjects. This approach can be either one-shot or two-shot in-and-out-again gathering of data. It can be collected from experimental situations. Or it can be collected from survey questionnaires. This method does not usually involve lengthy contact with subjects.
 - 3. Research that involves long-term, continuous contact with subject groups. This fieldwork approach can also involve participant strategies, observation strategies, or both. Ethical considerations have become increasingly stringent in recent years. Not only do you risk expulsion, but when you are in ethical violation of federal human subjects research guidelines, the university IRB can impound your data and prevent you from completing your study. It isn't a good idea to study a group whose activities and attitudes outrage you. It also isn't ethical to study a group from whom you conceal your real identity. It is not advised to study a group whose existence and leadership are unstable and discontinuous.
- B. Amount of data: Keep in mind what purposes your data will serve. Do these bear on confirming or rejecting your hypothesis? Or do they answer your question? Do they fit into your objectives and propositions?

- 1. It's better to collect too much rather than too little, however.
- 2. It's not a good idea to go on a "fishing expedition" in which you find all kinds of things out that have little to do with your questions/hypotheses.
- 3. Usually, the data you collect will alter your hypothesis or question somewhat. Having a finely detailed picture of your subjects' backgrounds enables you to close off other possible causes for their attitudes, activities, and decisions.

III. Quantitatively Analyzing and Interpreting Data

- A. Determining statistical significance. Does your analysis show that you can support your propositions or that you can dispute your null hypothesis?
- B. Descriptive vs. analytic statistics: Caution needs to be used when you generalize about the magnitude, direction and significance of your findings.

 Sometimes, your data is only "near significant" or "approaching significance," but it's not advisable to use it as support since "statistical significance is by definition a zero-sum game," says David Sternberg in *How to Complete and Survive a Doctoral Dissertation*, NY: St. Martin's Press, 1981.
- C. What to do with disconfirming evidence. You will encounter challenges to your theoretical questions or model from within the data and from outside of the data.
 - 1. If you do find negative external studies after you've begun analyzing, then you may need to either re-examine your data or even design a new instrument.
 - 2. What to do with internal "data that is coming out wrong." Pre-testing your instrument and methodology with small groups should help you avoid this outcome. If the pre-tests do not do this, then consider whether:
 - a. You can argue that a rejected hypothesis is valuable in that it closes off dead-end research directions
 - b. The data may discredit your hypothesis, which means you may have to revise it, your method, and/or your instrument
 - 3. For studies with qualitative units of analysis, you should develop a conceptual schema that will enable you to say something interesting and structured about your topic. Remember that you want to add to the existing body of literature about your topic, rather than confirm what this literature already says. Your Committee can help you address these new contributions.

Thesis Content

The chapters can contain the following items, although not all of those listed are necessary or appropriate for all studies, and the order of these items can vary. The content varies among topics and Committee Chairs and members. Use this as a guideline; it is not set in stone and it is not necessarily in this order. Ultimately, you must rely upon your Committee Chair for direction and guidance.

- Introduction: Background of the problem (such as trends related to it, unresolved issues, social concerns)
- Statement of the problem situation (basic difficulty, area of concern, need)
- Purpose of the study
- Conceptual assumptions, also called postulates
- Theoretical framework
- Delineation of the research problem, which means you explain relationships among variances or comparisons to be considered
- Importance of the study
- Definition of terms, which in the Introduction are conceptual terms
- Outline of the remainder of your thesis

Literature Review

- Purpose to be served by review of literature
- Summary of findings of existing relevant studies, who has done what, when, and where, and what
 methodological approaches were used, measurements and instruments used
- Relate findings to need for your study and your study's likelihood of finding meaningful, relevant and significant results
- Furnish a conceptual framework that affords the basis for your hypotheses or propositions that you will investigate

Methodology or Procedure

- Description of research methodology or approach (quantitative: experimental, quasi-experimental, correlation, causal-comparative, survey; or qualitative: textual analysis, qualitative ethnography, discourse analysis, etc)
- Research design (quantitative: spell out independent, dependent and classificatory variables and, sometimes, formulate an operational statement of your research hypothesis; descriptive but also quantitative: you don't need a research hypothesis; qualitative: spell out definitions of key terms and formulate propositions that you wish to support by your findings.)
- Pilot studies (test your methodology on a small representative sample of your final sample population or group of items to be analyzed. Your pilot study will help you discover bugs in your data collection techniques, and contradictions in your sample's characteristics.)
- Instrumentation (quantitative: describe your tests, measures, observations, scales, questionnaires; qualitative: describe your units of analysis.)
- Procedures: Field, classroom, or laboratory procedures; instructions to subjects, strategies with textual materials.
- Data collection and recording
- Data processing and analysis (statistical or qualitative)
- Methodological assumptions
- Possible restatement of hypotheses or propositions

Theoretical Perspective

- Explain from what theoretical foundation this research is derived
- Who has used it before?
- How does it fit within the scope of your research?
- What are the assumptions?

Analysis and Evaluation of Findings

- Findings presented in tables or charts
- Findings reported as evidence for questions asked in hypothesis or in conceptual propositions posed in Problem Statement
- Factual information kept separate from interpretation, inference, and evaluation (this section relates mostly to historical, case study and anthropological investigations, in which your factual and interpretive materials for your analysis need to be interwoven in order to make your case as credible as possible. Be sure, however, to distinguish clearly between fact and interpretation.)
- Discussion or Interpretation: This is a separate section from findings and factual information, in which you tie your findings to your theory, your literature review and your overall argument.

Summary, Conclusions, Limitations, Recommendations

- Brief summary of everything covered
- Conclusions: These refer to the "so what" question or hypotheses that you stated as inferences that you wished to support with some degree of generalizability
- Limitations or weaknesses
- Recommendations/Future Research: Practical suggestions for implementing findings in other studies or to conduct your own additional research

Graduate Project (COMM 6963, 3 units)

For the M.A. in Communication Studies, a Graduate Project typically involves some sort of creative work -- an artifact or event -- as well as a scholarly, written component documenting that project. A project may include a short video, documentary, journalism project, public relations project, marketing project, web design, advertising strategy, or radio project, as well as a written component containing an Introduction, Project Purpose, Scope and Limitations, Literature Review, Methodology, Results and Discussion.

You cannot register for your project units until you obtain approval. To do so, complete <u>the Supervision Course</u> <u>Application Request form</u> with the advice of your Chair.

Typically, a project involves a creative production coupled with scholarly documentation. Some examples include:

- Developing a plan to improve the communication between doctors and patients
- Creating a training manual an organization;
- Developing a documentary video that addresses a marginalized perspective;
- Developing a marketing strategy a multinational corporation;
- Designing an advertising strategy for a new product;
- Designing an educational module for classroom or remote teaching.

Consult the *Journal of Applied Communication Research* for additional examples.

Myths and Project Functions

Several myths exist around projects, but they are unsubstantiated. For instance, a project is not inferior to a thesis. A project requires as much research and planning as a thesis. A project requires as much, if not more, work such as a prospectus, materials, evaluation, supplementary materials, and analysis. In addition to the video, for instance, a project requires scholarly documentation as well. A project does not prevent you from entering a doctoral program. In fact, organizational management may view a project more favorably because it details your ability to solve problems and is a visually tangible example of your abilities.

The functions of a project include solving problems, engaging in applied research and create something that allows others to "see" it in new ways. Applied research seeks knowledge to solve problems and is guided by "how" questions. Knowledge gained from pure research can be used toward applied research.

Project Content

Determine what question(s) you want to answer, formulate your research questions. In doing so, ask yourself: Is it a question I really care about? Is it a question worth asking? Is it a question I have the background and competencies to address? Do I have the access and materials to complete the project?

Identify an organization to use as a "lab" or collect materials needed to complete the project. Gather data about interpretations or explanations for the problem within the organization (this may help define the problem). Gather data about optional solutions from others, what has worked, what has failed, and why. Gather data to gain input from all levels of the organization to replace resistance with support.

Literature review: identify the body of knowledge (what scholars and practitioners already know about the problem or research questions).

Needs assessment: gather relevant information to help define what the problem/project is, provide a background for alternative solutions, and create an atmosphere for implementation. Consider the following:

Timing: look for conditions that are as normal as possible

Participation: everyone should have an opportunity for input

<u>Confidentiality</u>: focus on the issue raised, not who raised them. If you have participants, you may need IRB approval before you begin your project.

Both the thesis and the project require a proposal/prospectus; however, they may differ among Committee Chairs and individual theses or projects. Please consult your Chair for specific details. A project prospectus may include, but is not limited to:

- Statement/identification of the problem
- Questions to be addressed
- Review of the literature
- Needs analysis
- Recommended strategies/project revisions based on needs analysis
- Methodology
- Timeline for completion
- Estimated budget

In addition to the project itself, the final product should also include a more scholarly document, including: an introduction that explains and illustrates the project's significance, value, objectives; a literature review; a

description of the methodology/plans; and a concluding discussion of the completed project, including its implications. Essentially, you begin with the proposal and augment it by elaborating on your completed project for the final document.

Continuous Enrollment (COMM 6990, 0 units)

The assumption is that students will complete their Thesis or Graduate Project in the semester they register for it. That is not always the case, though. Students who have completed all coursework and are working on their Thesis/Project beyond the original semester when they registered must maintain **Continuous Enrollment** in the university until their degree is granted. To do so, students must register each semester (excluding summer) for Continuous Enrollment (COMM 6990). The zero-unit continuous enrollment course allows students to remain in the system with an active status even when they are not enrolled in regular classes. In particular, if a student plans to use the university services such as the library, Graduate Studies office, faculty time, etc. while working on a thesis or project beyond the original registration semester, she or he must register for continuous enrollment credit. Further, if a student is submitting the thesis or project for format review and binding in the summer, they must register for continuous enrollment or the Graduate Studies office will not review the work.

Option 3: Comprehensive Examination

The third culminating experience option for the M.A. in Communication Studies is a comprehensive examination. <u>Title V of the California Code of Regulations</u> stipulates:

A comprehensive examination is an assessment of the student's ability to integrate the knowledge of the area, show critical and independent thinking, and demonstrate mastery of the subject matter. The results of the examination evidences independent thinking, appropriate organization, critical analysis and accuracy of documentation.

The M.A. Program offers Comprehensive Examination (COMM 6980) in the Fall and Spring terms only. The examination is not offered during Winter Intersession or over the Summer.

As outlined in the Program's Comprehensive Examination policy, The examination, itself, is two-part:

- 1. an 8-hour written examination over two days responding to faculty questions concerning courses in the Plan of Study (4 core courses & 4 electives); and
- 2. a public, oral defense of those written responses before the student's M.A. Committee

The Graduate Coordinator administers the comprehensive examination, and the student's M.A. Committee evaluates the student's written answers and oral defense. Re-writes, if necessary, are also administered by the Graduate Coordinator and evaluated by the M.A. Committee.

To prepare for the comprehensive examination, students register for **Comprehensive Examination Preparation** (**COMM 6084**). In this 3-unit supervision course, students prepare for their comprehensive examination under the guidance of their MA Committee Chair and with the support of their Committee and (often) other Department faculty members.

These two components -- Comprehensive Examination Preparation (COMM 6084) and Comprehensive Examination (COMM 6980) are described in greater detail in the following sections.

Students *typically* prepare for and take their Comprehensive Examination in the same term. This can make Comprehensive Examination a more expeditious path to the M.A. degree than thesis or project (both of which typically require two terms to move from concept to completion). However, Comprehensive Examination Preparation and Comprehensive Examination can also be completed in successive terms (e.g., 6084 in Fall; then 6980 in Spring).

To register for Comprehensive Examination Preparation (COMM 6084) and Comprehensive Examination (COMM 6980), students must complete one <u>Supervision Course Application</u> *for each component*. Boilerplate language for the Supervision Course Application is available <u>on the M.A. Program website</u>. However, students should complete this form with the advice of their Chair.

Comprehensive Examination Preparation (COMM 6084, 3 units)

In this 3-unit supervision course, students prepare for their comprehensive examination under the guidance of their M.A. Committee Chair and with the support of their other committee members. Other faculty may provide support, too, such as one-on-one meetings or study guides to prepare for questions concerning their respective courses (this is not required, though).

At the beginning of the term, the student should meet with their Chair to determine which courses from their Plan of Study the student will need to answer examination questions for (see guidelines on Comprehensive Examination *content* in the following section). The student and Chair should also discuss expectations for the comprehensive examination and develop a plan for preparing for the examination.

Following that initial meeting, the Chair should reach out to the faculty who taught those courses to request examination questions. The Chair may also solicit guidance for evaluating the student's written answers. Questions are due from the student's Chair to the Graduate Coordinator in week 8. The written portion of the exam is offered in week 10 (see below). The actual comprehensive examination questions should not be shared with the student before the date of the written exams.

Throughout the preparatory period, the student and their Chair work closely to prepare the student for the examination. What this process looks like differs based on the Chair's preferences and the student's needs. However, the preparatory process typically includes review of materials from your courses, identification of subject area strengths and weaknesses, conversations with faculty about those topics, practice writing on topics the student is likely to be asked about on the exam.

Comprehensive Examination (COMM 6980, 0 units)

The M.A. Program offers Comprehensive Examination (COMM 6980) in the Fall and Spring terms only. As noted above, the examination is two-part:

- 1. an 8-hour written examination over two days responding to faculty questions concerning courses in the Plan of Study (4 core courses & 4 electives); and
- 2. a public, oral defense of those written responses before the student's M.A. Committee.

The Graduate Coordinator administers the written examination, and the student's M.A. committee evaluates the student's written answers and oral defense. Re-writes, if necessary, are also administered by the Graduate Coordinator and evaluated by the M.A. committee.

Myths and Procedures

As with theses and projects, myths exist with the comprehensive exam as well. For instance, the exam does not prevent you from entering a doctoral program. The exam is not the "easy way out;" it involves careful planning, self-guidance, and preparation. Like the thesis or project, students can have a second chance if they do not pass in the first attempt. The exam does not involve one term of study. Rather, it requires studying each term the student is enrolled in coursework since the exam is cumulative. During the term the student takes the exam, intensive, self-guided studying occurs until the written exam in Week 10.

The comprehensive examination is closed book and closed notes. Use of notes of any kind during the exam is grounds for failing the exam and dismissal from the program. The test must be completed on a computer that has no exam related material stored. The Graduate Coordinator may inspect all computer files and disks used during the exam. Printing out answers and/or emailing them to chairs and committee members may be done immediately after each allotted day of testing.

Candidates taking the comprehensive exam should generally take the exam after they have completed all coursework, as the exam covers most of the course work in their Plan of Study. All incompletes must be removed before the date of the examination. In extraordinary cases, the student may complete the comprehensive exam in the last term of course work with the approval of the Graduate Coordinator, but may do so with the understanding that the comprehensive examination might include all course work in the Plan of Study including material covered that term.

Questions are due from the student's Chair to the Graduate Coordinator in week 8. The written portion of the exam is offered in week 10. The written portion may be scheduled for one day or for two consecutive days. Other time frames require approval of the Graduate Committee. The Graduate Coordinator will provide the student's written answers to the Committee Chair, who will schedule the oral defense for week 12 or 13 (committee members should have a full two weeks to review the student's written answers). A rewrite, if required, should be completed by week 14. The Graduate Coordinator works with the students to schedule the written portion and the rewrite (if needed).

Exam Content

The exam questions are based upon, but are not reducible to, the student's course work. They may ask the candidate to discuss a theory or compare one theory to another. Questions may ask the candidate to apply theory to a specific "real world" situation. Questions may ask candidates to unravel a methodological problem or choose, design, and justify a research methodology appropriate for a given research problem. The written portion of the comprehensive examination is divided into two parts:

PART I consists of a four-hour portion designed to test mastery of program objectives as covered in the required core courses. For Communication Studies track students, these classes are: COMM 6000, COMM 6001, COMM 6002, and COMM 6003.

The purpose of this testing is to assess students' ability to:

- . Demonstrate understanding of multicultural issues reflected in communication
- . Employ appropriate theories in communication

- . Employ appropriate methodologies in accessing, interpreting, and applying information to critical communication questions
- . Integrate theory, methodology, and professional practice
- . Demonstrate marketing principles (for IMC track students only)

Note: Some M.A. students entered the Program when only 3 core courses were required as part of a plan of study. For such students, Part 1 of the written examination should consist of questions pertaining to those three core courses *AND* one elective course. The written examination structure for Part 2 (below) remains the same for these students.

PART II: Four hours covering 4 elective courses in the student's Plan of Study.

In <u>exceptional</u> circumstances, the Committee may request a rewrite of all or a portion of the exam. The rewrite is to be completed in the 14th week and may only be requested if, in the judgment of the Committee, the student experienced extreme writer's apprehension or if it appears clear that after reading the student's answer that a question or questions were inadvertently misworded or misleading.

Assessment Criteria

Committee Members independently read student answers and are guided by these criteria:

- 1. Are the written answers complete?
- 2. Do they address all issues implicit in the questions?
- 3. Did the written answer "miss" any questions by confusing concepts and methods?
- 4. Are there any other major studies relevant to the questions other than those cited?

Scoring: Each component (each written portion and oral portion) will be scored on a 5-point scale as follows:

$$5 =$$
exceptional; $4 = A$; $3 = B$; $2 = C$; $1 = D$; $0 = F$

Thus a student could receive a total of 15 on each written portion and oral portion for a total of 45 points. To pass, a student must receive a total of 27 points <u>and</u> an average of at least a "C" on each of the three portions of the examination.

Remediation

If a student does not pass, they are given one additional opportunity to take the exam. A remediation program will be developed for the student by the end of the term. Remediation may include auditing courses, assigning readings, writing extensive papers, and/or retaking the entire exam or a portion thereof. Students who do not pass the comprehensive exam are given a no credit "NC" for the COMM 6980 grade and must register for the course again at the next regularly scheduled exam cycle. For instance, if a student does not pass in the Spring term, the next and only opportunity is Fall term. If a student does not pass in the Fall term, the next and only opportunity is Spring term. The student must refile a grad check in either circumstance. The term in which the student partakes in remediation, he or she must register again for COMM 6980, with the Graduate Coordinator's permission, as well as Continuous Enrollment (COMM 6990). Once the work is completed, and if the Committee finds it acceptable, a grade of "CR" shall be awarded. If the work is not deemed acceptable, the student will receive an "NC" and will be dismissed from the program.

Student Responsibilities

- 1. Attained advancement to candidacy and complete, or in the process of completing, the last course in their Plan of Study.
- 2. Register for COMM 6980 (0 units) with permission of the Graduate Coordinator.
- 3. Within the first week or two of the term, make initial contact with the Committee Chair, then all members of the Committee to seek advice for studying for the exam. Understand who is responsible for each portion of the exam and request study guides.
- 4. Meet periodically with all members of the Committee to ask follow up questions, discuss readings, and engage in academic conversations.
- 5. Review class notes, books, and other course material suggested by Committee members.
- 6. Consult with the Graduate Coordinator for date, location, and computer requirements for exam.

Graduate Coordinator Responsibilities

- 1. Schedule COMM 6980 in Fall and Spring terms.
- 2. Solicit examination questions from Committee Chairs.
- 3. Schedule and administer tests.
- 4. Send answers to Committees.
- 5. Schedule and administer any rewrites.

Chair and Committee Responsibilities

- 1. Review the student's Plan of Study and discuss with the Committee members who will be responsible for each portion of the written exam.
- 2. Meet with the student, develop a study plan, and clarify expectations. The actual comprehensive examination questions should not be shared with the student before the date of the written exams.
- 3. Write and gather examination questions. Committee members may solicit questions and answer guidelines from faculty who taught courses in student's Plan of Study.
- 4. By the 8th week of the term, the Committee Chair prepares a final version of the written questions and delivers the questions to the Graduate Coordinator for test administration.
- 5. Read written answers. Committee members may consult with faculty who taught courses in student's program of study.
- 6. Make public to faculty and graduate students the date, time, and place of the oral defense at least one week in advance.
- 7. Assess the student's overall mastery.
- 8. Notify student and Graduate Coordinator of assessment.
- 9. If the student passes, a "CR" (credit) is assigned for the COMM 6980 grade. If the student does not pass, an "NC" (no credit) is assigned for the COMM 6980 grade and prepares a recommended remediation program before the end of the term.

Oral Defense

Whether a student selects to write a thesis, complete a project, or take the comprehensive exam, all students must successfully complete a public oral defense. The oral defense may differ slightly among Committee Chairs or between the thesis/project or exam. It is recommended that students consult their Chair to prepare for the defense. Regardless of the capstone option, all oral defenses are no longer than 2 hours. Once the Chair schedules the time, date, and place, they must notify the Graduate Coordinator to provide a minimum one-week public announcement and invitation.

For the thesis/project option, generally candidates are asked to briefly summarize their thesis or project. Then, the Chair, who leads this meeting, directs questions to the student. The three-member Committee is responsible to develop and ask questions as they may pertain to the student's work and research.

For the comprehensive exam option, candidates are provided the opportunity to add to or correct any points in their written answers. These opening comments are limited to 10 minutes. The Committee members will then ask questions and can cover the student's answers to the written portion as well as the range of theories and methods studied throughout the graduate program. The student may also be asked questions for which there is no right or wrong answers. In these cases, the candidate is expected to communicate competently.

In either case, questions may come from guests in attendance if the Chair approves it. Once the question and answer period is over, the candidates and all guests are asked to leave the room. During this time, the Committee discusses and assesses the student's responses and offers overall impressions. The Chair tallies the exam points or summarizes the main ideas for the thesis or project to determine if the candidate satisfactorily met the requirements of the oral defense portion. Once this is determined, the candidate and guests are invited back into the room. If the candidate did not pass, remediation will be planned by the end of the term (comp exam), or editions/corrections will be made (thesis/project). A new oral defense may or may not be required at a future time.

COMPLETION STEPS

Graduation Requirement Check

To graduate, all students must submit a **Graduation Requirement Check** (or "Grad Check"). University policies and procedures pertaining to grad checks are described on the Records Office webpage.

For graduate students, the grad check involves confirming that you have completed and/or are registered for the coursework and culminating experience agreed upon in your Plan of Study. So, you must have an approved Plan of Study on file with the Records Office to file a grad check (see above for guidance on filing a "Plan of Study"). More, it is important that you adhere to your Plan of Study. If you do want or need to deviate from that plan, you must get your Chair and the Graduate Coordinator's approval to do so by submitting a Request for Course Substitution or a revised Plan of Study.

The Records Office requests that grad checks are submitted one term prior to students completing their degree. If you submit your grad check late, a late fee will be imposed.

Thesis/Project Formatting, Manuscript Review, and Publication

The *content* of a thesis or project is approved by your M.A. Committee. However, thesis and project *formatting*, *manuscript review*, and *publication* are the purview of the University's Office of Graduate Studies. Relevant guidelines and processes are described on the Office of Graduate Studies website.

Students should familiarize themselves with <u>CSUSB's thesis/project formatting guidelines</u> and <u>the University's thesis/project formatting, manuscript review, and publication processes</u>, including <u>deadlines for each</u>. Students are also encouraged to attend <u>the Graduate Studies workshops pertaining to these processes</u>. Doing so can help you avoid cumbersome formatting changes later. More, you can ensure that you meet the Office of Graduate Studies formatting consultation, manuscript review, and publication deadlines. <u>These deadlines often sneak up on students</u>, and failure to meet them can delay your graduation, requiring a new grad check to be filed for the following term.

M.A. students should work closely with their Chair to develop a work calendar that accounts for these processes and deadlines. And because the Office of Graduate Studies reviews work on a first-come, first-served basis, it is always better to work through these processes well before the deadline than wait until the last minute.

With respect to formatting, the M.A. Program requires that theses and projects follow the most recent edition of the <u>American Psychological Association (APA) style guide</u>. However, when the Office of Graduate Studies reviews your thesis, they may request changes that conflict with the APA style guide. Follow the Office of Graduate Studies formatting and style requirements.

The Graduate Studies Office may require you to undergo several format and proofreading drafts. Give yourself plenty of time to complete this process. Once they have signed off on your formatting, the Graduate Coordinator will be notified to change your thesis or project grade from an NC to a letter grade. This will allow you to receive your diploma.

Commencement

Commencement is the university ceremony that honors students who are earning their degrees. University policies and procedures pertaining to commencement can be found on <u>CSUSB's Commencement webpage</u>. The M.A. Program also has a *Policy for Participation in Commencement*.

To participate in commencement, students must submit a grad check and have completed their degree or be near completion. "Completion" and "near completion" are defined in the Program's <u>Policy for Participation in Commencement</u>. The Graduate Coordinator approves participation in Commencement, and students may only participate one time for their M.A. degree. Students should not order invitations, invite guests to the ceremony, etc. until they receive approval from the Graduate Coordinator to make such arrangements.

Note that commencement (the ceremony) is not the same thing as graduation (receiving the M.A. degree). So students should be sure to satisfy all university and program requirements for graduation.

GRADUATE STUDENT GRIEVANCE POLICY

If a student faces any type of conflict with a CSUSB employee, including a faculty member, they have the right to grieve their issue. Students should follow the proper CSUSB procedures as outlined <u>here</u>. A first step of seeking support could be contacting the <u>Ombuds Office</u>.

For grade grievances specifically, please follow this <u>link</u>.

Policy adopted by the Grad Committee during its meeting on Sep 14, 2023. The policy was voted on and adopted by a majority vote at the department meeting on Sep 26, 2023.

CONCLUDING REMARKS

At this point, you may feel overwhelmed with this information, forms, and procedures, but remember, you were selected to be in this program because the faculty believe you will succeed. Rely on fellow students, faculty, alumni, family and friends. We are here to help. At the same time, help yourself by managing your time wisely, researching your possibilities, developing your interests, and learning new things. Good luck!

Appendix A: Communication Studies Graduate Student Checklist

Name _	 Advisor

	Communication Studies Graduate Student Checklist	Date Completed
	Achieve Classified Status by satisfying Conditions of Admission outlined in your Letter of Admission	
All Graduate Students Complete	Find a Chair, form a Committee, and complete the Committee Designation form (within 9-12 graduate units)	
	Complete the Plan of Study form with advice of your Chair and the Graduate Coordinator (within 15 graduate units)	
	Receive Advancement to Candidacy Letter from Graduate Coordinator (cc'ed: Records Office; M.A. committee chair)	
	Complete Supervision Course Application form to register for Thesis/Project Proposal (COMM 6085)	
Only Graduate Students Writing A Thesis Or Project	Draft and defend Thesis/Project Proposal	
	Gain IRB Approval (if working with human subjects)	
	Complete the Supervision Course Application form for approval to register for Thesis (COMM 6973) or Graduate Project (COMM 6973)	
	Register for Continuous Enrollment (if continuing work on Thesis/Project after original registration term)	
	Draft and defend Thesis/Project, including any revisions, and complete the	

Appendix B: Graduate 2-Year Academic Roadmap

				_	Communication Studie				
			G	raduate 2-Y	ear Academic Roadmap)			
Year 1: Conditionally-	Classified admissi	on						Year Total	
Fall	Term(s)	Pre-req	Pre-req Course(s)	Units	Spring	Term(s)	Pre-req	Pre-req Course(s)	Units
COMM 6000	Fall			3	COMM 6002	Fall & Spring		COMM 4101, 6000, & 6001	
COMM 6001	Fall & Spring		COMM 2101	3	COMM 6003	Fall & Spring		COMM 4101, 6000, & 6001	
		ΤĖ							
Semester Total				6	Semester Total				
Year 2: Classified/Candidate								Year Total	#VALUE
Fall	Term(s)	Pre-req	Pre-req Course(s)	Units	Spring	Term(s)	Pre-req	Pre-req Course(s)	Units
COMM 6084 or 6085	Fall & Spring			3	COMM 6980, 6973, or 6963	Fall & Spring			(
COMM Elective	Fall & Spring			3	COMM Elective	Fall & Spring			
COMM Elective	Fall & Spring			3	COMM Elective (with con	Fall & Spring			
					Semester Total				
	Semester '	Total		9		Seme	ter Total		6 to