



Undergraduate Course Syllabus

COM 469: Senior Seminar in Communication

Center: Online

Course Prerequisites

A research methods course such as PSY 224 or SCS 224 and senior standing in the communication major

Course Description

This course serves as the capstone experience for communication majors. Students synthesize past coursework, knowledge, skills, and experiences in order to research and plan a scholarly applied communication study and/or campaign to solve a problem for a “real world” client. Specific project requirements are tailored to meet students’ planned career paths or areas of focus in the communication discipline. Activities focus on enabling students to become effective independent researchers, while regular individual interaction with the instructor focuses on project planning, charting progress, and addressing contingencies. The course results in each student producing a final written product—a research thesis or professional project report—along with a presentation of the thesis/project.

Course Outcomes

- Enable students to work independently as communicators, researchers, and critical thinkers
- Enhance students’ skills in written, oral, and visual communication
- Allow students to draw upon their knowledge, experience, and abilities to solve problems creatively
- Empower students to use their knowledge and abilities to plan, design, and create original projects
- Enable students to draw upon the whole of their university learning experience to help them synthesize their communication studies with what they have learned from the liberal arts and university core curricula
- Give students further broad knowledge of the communication discipline, including its perspectives, methods, theories, and specific areas of study
- Allow students to learn more about their chosen career paths in the communication discipline
- Allow students to apply what they have learned in the communication program to issues and problems connected to their potential career paths
- Help students prepare materials that will help them in their search for jobs in their chosen career paths
- Provide students with further research skills necessary to understand, evaluate, and meaningfully discuss various areas of communication research and competently conduct research in those areas
- Provide students with further practice in basic writing skills such as writing abstracts, annotated bibliographies, literature reviews, and research proposals

- Give students the skills and opportunities to lead, and participate in, scholarly discussions of communication research
- Have a working knowledge of a specific area of the communication discipline related to their career paths or preferred areas of focus
- Effectively read and interpret scholarly research in their particular areas of focus in the communication discipline
- Conduct scholarly research independently
- Creatively apply communication principles, theories, and methods to “real world” problems
- Write scholarly discourse such as abstracts, annotated bibliographies, literature reviews, and research proposals in a clear and concise manner
- Effectively present their research through written, oral, and nonverbal communication
- Design basic research studies based on solid theoretical and methodological principles
- Plan for a particular career path in the communication field

Required Materials

Using your learning resources is critical to your success in this course. Please purchase directly through SNHU’s online bookstore, [MBS Direct](#), rather than any other vendor. Purchasing directly from the bookstore ensures that you will obtain the correct materials and that the Help Desk, your advisor, and the instructor can provide you with support if you have problems.

Communication Research: Strategies and Sources

Rubin

Wadsworth Cengage Learning

7th Edition

2010

9780495095880

Instructor Availability and Response Time

Your class interaction with your instructor and your classmates will take place in Blackboard on a regular, ongoing basis. Your instructor will be active in Blackboard at least five days a week, and you will normally communicate with your instructor in the open Blackboard discussion forum so that your questions and the instructor’s answers benefit the entire class. You should send emails directly to your instructor only when you need to discuss something of a personal or sensitive nature, and in those cases your instructor will generally provide a response within 24 hours.

Grade Distribution

Assignment Category	Number of Graded Items	Point Value per Item	Total Points
Discussion	11	23	253
Journal	1 (Summative)	250	250
Short Papers	3	50	150
Course Project	2	175	350
		Total Course Points:	1003

This course may also contain practice activities. The purpose of these non-graded activities is to assist you in mastering the learning outcomes in the graded activity items listed above.

University Grading System: Undergraduate

<i>Total Points: 1,003</i>				
<u>Grade</u>	<u>Numerical Equivalent</u>	<u>Points</u>	<u>Points Equivalent</u>	
			<i>Lower</i>	<i>Upper</i>
A	93-100	4	933	1003
A-	90-92	3.67	903	932
B+	87-89	3.33	873	902
B	83-86	3	832	872
B-	80-82	2.67	802	831
C+	77-79	2.33	772	801
C	73-76	2	732	771
C-	70-72	1.67	702	731
D+	67-69	1.33	672	701
D	60-66	1	602	671
F	0-59	0	0	601
I	Incomplete			
IF	Incomplete/Failure*			
IP	In Progress (past end of term)			
W	Withdrawn			

*Incomplete and Incomplete/Failure: Any student requesting an "I" grade must complete a Student Petition and Contract for a Grade of Incomplete and submit it to the proper offices prior to the final day of the term/semester. The petition will specify a deadline by which the coursework must be completed. The incomplete automatically becomes an "IF" if work has not been completed and a grade has not been submitted by the specific deadline.

Grading Guides

Specific activity directions, grading guides, posting requirements, and additional deadlines can be found in the Course Information area in the Assignment Guidelines and Rubrics folder.

Weekly Assignment Schedule

The Learning Modules area in Blackboard contains one module folder for each week of the course. All reading and assignment information can be found in the folders. All assignments are due by 11:59 p.m. Eastern Time on the last day of the module week.

In addition to the textbook readings that are listed, there may be additional required resources within each module in Blackboard.

Module	Topics and Assignments
1	Project Selection and Planning Reading: Communication Research: Strategies and Sources, Chapter 1, pp. 13–14 1-1 Discussion: How Much Planning Is Enough? 1-2 Discussion: Course Project: Topic Selection and SMART Goals 1-3 Course Journal: Self – Assessment Purpose/Procedures 1-4 Wiki: SMART Goals
2	Establishing a Context Reading: Communication Research: Strategies and Sources, Chapters 3 and 4, pp. 49–92 2-1 Discussion: Objectivity in Research 2-2 Course Journal: Research Methodologies 2-3 Course Project: Research Proposal 2-4 Course Project: Annotated Bibliography
3	Researching an Audience Reading: Communication Research: Strategies and Sources, Chapter 10, pp. 218–222 3-1 Discussion: Best Targeted Communications Example? 3-2 Discussion: Behavior – Oriented Research 3-3 Course Journal: Utility of Generalizations 3-4 Wiki: Graphic Organizer: Audience Analysis Practice 3-5 Short Paper: Tackling Obstacles Proposal
4	Crafting the Message Reading: Communication Research: Strategies and Sources, Chapter 12, pp. 253–257 4-1 Discussion: Persuasive Elements 4-2 Brainstorm: Elevator Speech 4-3 First Draft: Elevator Speech 4-4 Short Paper: Final Draft: Elevator Speech 4-5 Wiki: Persuading Your Audience Graphic Organizer

5	Delivering a Message 5-1 Discussion: Evaluating Communication Channels 5-2 Discussion: Predicting Future Message Channels 5-3 Course Journal: Analyzing the Intuitive 5-4 Brainstorm: Communication Channels 5-5 Short Paper: Message Delivery Plan
6	Crafting the Full Message 6-1 Discussion: Peer Editing First Draft of Full Message 6-2 Course Project: First Draft of Full Message 6-3 Course Project: Revised Draft of Full Message
7	Measuring Success Reading: Communication Research: Strategies and Sources, Chapter 10, pp. 218–228 7-1 Discussion: Output vs. Outcome 7-2 Discussion: Creating Success Metrics 7-3 Wiki: Success Metric(s) 7-4 Course Project: Final Draft of Full Message
8	Presentations 8-1 Discussion: Effective Presentations 8-2 Discussion: Project Presentations 8-3 Course Journal: Planning for Your Career 8-4 Course Project: Presentation

Attendance Policy

Online students are required to post to the Blackboard discussion board during the first week of class. If a student does not submit a posting to the discussion board during the first week of class, the student is automatically withdrawn from the course for non-participation. Review the [full attendance policy](#).

Late Assignments Policy

Meeting assigned due dates is critical for demonstrating progress and ensuring appropriate time for instructor feedback on assignments. Students are expected to submit their assignments on or before the due date. Review the [full late assignment policy](#).

SNHU College of Online and Continuing Education Guide to Student Success

Review the [guide to student success](#).

Diversity and Disability Statement

The College of Online and Continuing Education (COCE) at SNHU values diversity and inclusion. SNHU strives to create inclusive and welcoming academic environments. If there are aspects of the instruction or design of this course that present barriers to your inclusion, please notify the Disability Resource Center (DRC) as soon as possible. We will work with you and your instructor to address needs and concerns.

We encourage all students with known or suspected physical, medical, sensory, psychiatric, and/or learning disabilities to register with the Disability Resource Center (DRC) in order to assess learning needs and take advantage of available academic accommodations and support services. We look forward to hearing from you. Our contact information is below.

Disability Resource Center (DRC)
(877) 591-4723 (select option 4)
(877) 520-8916 (fax)
drc@snhu.edu

We welcome COCE students, faculty, and staff to consult with the Disability Resource Center (DRC) on disability-related questions or concerns.

Academic Honesty Policy

Southern New Hampshire University requires all students to adhere to high standards of integrity in their academic work. Activities such as plagiarism and cheating are not condoned by the university. Review the [full academic honesty policy](#).

Copyright Policy

Southern New Hampshire University abides by the provisions of United States Copyright Act (Title 17 of the United States Code). Any person who infringes the copyright law is liable. Review the [full copyright policy](#).

SNHU College of Online and Continuing Education Withdrawal Policy

Review the [full withdrawal policy](#).

Southern New Hampshire University Policies

More information about SNHU policies can be found on the [policy page](#).