

# 5.1 Assignment - Communications Capstone Project

- Due Sunday by 11:59pm
- Points 500
- Submitting an external tool

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## Instructions

The Business Communications Capstone Project is to be completed in COM 4900 so that the capstone project a) consists of three credits and b) meets Cleary's writing-intensive and research requirements.

Capstone project requirements, expectations, and evaluation criteria are described herein. The capstone project must be clearly separated from other graded course assignments.

Capstone projects demonstrate the overall quality of a student's cumulative education while highlighting the depth of specific skills that define business communication studies. The capstone project may take the form of research, civic engagement, a creative project, or a combination of these.

All capstone projects must be accompanied by argument-driven documentation that fulfills writing-intensive requirements: Papers are written in stages, revision is built into their development process, as detailed in the module weeks, and at least 30% of the capstone grade is based on the quality of the student's writing.

Capstone projects for Business Communications may be research-based, civic engagement, or creative in nature:

**Research-based capstone projects** emerge from a semester-long process of scholarly inquiry. They must have a clearly identified research question, demonstrate appropriate application of relevant theoretical and/or methodological concepts, and avoid content errors. Research-based capstones culminate in an argument-driven paper that is oriented to an academic audience or a lay audience interested in communication. It consists of at least 4,000 to 5,000 words, engages at least 10 scholarly sources, and uses the APA citation guide. The paper needs to demonstrate an understanding of the relationship among concepts, claims, and evidence. The topic will be determined after consultation with the faculty of record in COM 4900.

**Civic engagement capstone projects** combine semester-long, supervised community activities with critical reflection. In addition to ongoing writing assignments (e.g., journals, blogs, reports, field notes), civic engagement projects culminate in an argument-driven paper that:

- creates a justification for the project based on ideas gathered from extant scholarship (at least five scholarly sources) in communication by addressing questions such as: Why is the community program needed? What can be learned? What can be delivered?
- documents the activities of the student (what was done, when, where, how?).
- performs an analysis by addressing questions such as: Did the project meet its stated goals? What could have been improved, how, and why? What was learned that pertains to a communication perspective? What recommendations for future forms of engagement can be advanced based on this experience?

The final argument-driven paper addresses an academic or a lay audience interested in business communications, and it should be at least 2,500 words in length. The paper needs to document all sources and materials and needs to demonstrate clear reasoning in making a connection between the civic engagement activities that were conducted and their final interpretation and evaluation. The topic will be determined after consultation with the faculty of record in COM 4900.

**Creative capstone projects** involve the semester-long production of original artifact(s) that involve text, audio, video, or other media, and whose production entails writing along the way (e.g., storyboards, scripts, technical reports, field notes). In addition to delivering an original, creative product, students produce an argument-driven paper that:

- creates a justification for the creative task based on ideas gathered from extant scholarship (of at least five sources) in communication by addressing questions such as: What are the sources of its creative vision? What communication concepts can be explored or applied? Who would be the target audience?
- documents the creative process and describes the final product with sufficient detail.
- performs an analysis that results in an argument (how does the final artifact embody its artistic vision, engage with its guiding concepts and principles, appeal to its ideal audience?).

The final, argument-driven paper, addressed to an academic or a lay audience interested in communication, should be at least 1,500 words in length. The paper needs to document all sources and materials. It also needs to demonstrate clear reasoning in making a connection among the creative process, the formal features of the creative product, and the final interpretation and evaluation of the project's value. The topic will be determined after consultation with the faculty of record in COM 4900.

Regardless of project type, the capstone will also be orally presented to a panel of faculty. The written paper will be submitted in Week 5 of the course and presented and defended in Week 6. The student should prepare to answer explicit questions about the project, including professional defense of their choices throughout. A presentation aid is required. The presentation will need to be effective since the student will be assessed on their decisions in that regard as well as their communication effectiveness.

If a capstone project fails to meet minimum guidelines, the student has the following options: At the discretion of the instructor, a student may register for COM 4900 in the following offered semester and continue to revise the failed project under the supervision of the original instructor. A student may also begin a new capstone project in a different COM 4900 course in any semester following the failed capstone project. In all cases, the student must register for COM 4900.

The timeline for completion is as follows:

Week One: Topic Consultation/Project Type Selection

Week Two: Final Topic Decision

Week Two: Draft Resources

Week Three: Faculty Check-In

Week Three: Final Resources

Week Three: First Draft Due

Week Four: Faculty Check-In

Week Four: Second Draft Due

Week Five: Faculty Check-In

Week Five: Capstone Project Due

Week Six: Edit and Revision Based on Feedback

Week Six: Capstone Panel Presentation

## Submitting Your Assignment

Save your assignment file with your last name, first initial, assignment name, and week number (for example: Smith\_M\_MarketingPlan\_Wk5).

To submit your assignment:

1. **Click the upload arrow or the “Browse” link in the Assignment Submission box below.**
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This assignment meets the following student learning outcomes:

- Integrate communication theories for the purpose of analysis within an organization for effectiveness taking into account stakeholder groups and social contexts.
- Identify appropriate communication strategies for responding to a critical event from multiple stakeholder viewpoints.
- Analyze the effect of critical events on interpersonal and intercultural communication responses across audiences.
- Analyze the effect of critical events on communication within public relations, public affairs, and media.
- Develop a comprehensive communication strategy for an organization addressing stakeholders, business flow and ethical concerns.



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Criteria	Ratings				Pts
<p>Context of and Purpose for Writing Includes considerations of audience, purpose, and the circumstances surrounding the writing task(s).</p>	<p><b>100 to &gt;75.0 pts Capstone</b></p> <p>Demonstrates a thorough understanding of context, audience, and purpose that is responsive to the assigned task(s) and focuses all elements of the work.</p>	<p><b>75 to &gt;50.0 pts Milestones</b></p> <p>Demonstrates adequate consideration of context, audience, and purpose and a clear focus on the assigned task(s) (e.g., the task aligns with audience, purpose, and context).</p>	<p><b>50 to &gt;25.0 pts Milestones</b></p> <p>Demonstrates awareness of context, audience, purpose, and to the assigned tasks(s) (e.g., begins to show awareness of audience's perceptions and assumptions).</p>	<p><b>25 to &gt;0 pts Benchmark</b></p> <p>Demonstrates minimal attention to context, audience, purpose, and to the assigned tasks(s) (e.g., expectation of instructor or self as audience).</p>	<p>100 pts</p>
<p>Content Development</p>	<p><b>100 to &gt;75.0 pts Capstone</b></p> <p>Uses appropriate, relevant, and compelling content to illustrate mastery of the subject, conveying the writer's understanding, and shaping the whole work.</p>	<p><b>75 to &gt;50.0 pts Milestones</b></p> <p>Uses appropriate, relevant, and compelling content to explore ideas within the context of the discipline and shape the whole work.</p>	<p><b>50 to &gt;25.0 pts Milestones</b></p> <p>Uses appropriate and relevant content to develop and explore ideas through most of the work.</p>	<p><b>25 to &gt;0 pts Benchmark</b></p> <p>Uses appropriate and relevant content to develop simple ideas in some parts of the work.</p>	<p>100 pts</p>

Criteria	Ratings				Pts
<p>Genre and Disciplinary Conventions Formal and informal rules inherent in the expectations for writing in particular forms and/or academic fields (please see glossary).</p>	<p><b>100 to &gt;75.0 pts Capstone</b> Demonstrates detailed attention to and successful execution of a wide range of conventions particular to a specific discipline and/or writing task (s) including organization, content, presentation, formatting, and stylistic choices</p>	<p><b>75 to &gt;50.0 pts Milestones</b> Demonstrates consistent use of important conventions particular to a specific discipline and/or writing task(s), including organization, content, presentation, and stylistic choices</p>	<p><b>50 to &gt;25.0 pts Milestones</b> Follows expectations appropriate to a specific discipline and/or writing task(s) for basic organization, content, and presentation</p>	<p><b>25 to &gt;0 pts Benchmark</b> Attempts to use a consistent system for basic organization and presentation.</p>	100 pts
<p>Sources and Evidence</p>	<p><b>100 to &gt;75.0 pts Capstone</b> Demonstrates skillful use of highquality, credible, relevant sources to develop ideas that are appropriate for the discipline and genre of the writing</p>	<p><b>75 to &gt;50.0 pts Milestones</b> Demonstrates consistent use of credible, relevant sources to support ideas that are situated within the discipline and genre of the writing.</p>	<p><b>50 to &gt;25.0 pts Milestones</b> Demonstrates an attempt to use credible and/or relevant sources to support ideas that are appropriate for the discipline and genre of the writing.</p>	<p><b>25 to &gt;0 pts Benchmark</b> Demonstrates an attempt to use sources to support ideas in the writing.</p>	100 pts
<p>Control of Syntax and Mechanics</p>		<p><b>75 to &gt;50.0 pts Milestones</b> Uses straightforward language that generally conveys meaning to readers. The language in the portfolio has few errors.</p>	<p><b>50 to &gt;25.0 pts Milestones</b> Uses language that generally conveys meaning to readers with clarity, although writing may include some errors.</p>	<p><b>25 to &gt;0 pts Benchmark</b> Uses language that sometimes impedes meaning because of errors in usage.</p>	100 pts

Criteria	Ratings				Pts
	<b>100 to &gt;75.0 pts</b>				
	<b>Capstone</b>				<b>Total Points: 500</b>
	<p>Uses graceful language that skillfully communicates meaning to readers with clarity and fluency, and is virtually error-free.</p>				