General Syllabus

MCOM 3903 Communication Research Methods

Credit Hours: 3   Lecture Hours: 3   Laboratory Hours: 0

Prerequisite: MCOM 2223 Communication Theory

Effective Catalog: 2018-2019

I.   Course Information

A.   Catalog Description
Reviews research methods most commonly used in communication research. Practical experience in determining an appropriate research method following the assumptions of a chosen methodology to conduct research for a communication problem of their choosing.

B. Additional Information - None

II.   Student Learning Outcomes

A. Subject Matter
Upon successful completion of this course, the student will be able to:

1. Distinguish between commonly used mass media research methods.
2. Identify which findings exist in the published literature on a phenomenon.
3. Collect objective and accurate data that permit tenable scientific inference.
4. Analyze the collected data to reach appropriate conclusions.
5. Interpret the findings and identify their implications.

B. University Learning Outcomes (ULO)
This course enhances student abilities in the following areas:

Analytical Skills
Critical Thinking Skills: Students will draw conclusions and/or solve problems associated with levels of data, research variables, and research method(s) of choice.

Communication Skills (written and oral)
Students will communicate effectively and interpret data and best practices associated with research choices.

Ethical Decision Making
Students will recognize and analyze ethical dilemmas associated with research procedures, implementation, and design.

III. Major Course Topics

A. Scientific method
B. Validity / Reliability
C. Concepts and constructs
D. Levels of measurement
E. Research ethics
F. Sampling
G. Methods used in mass media / communication research
H. Data analysis