

Program	BS PR & Advertising	Course Code	PRAD-406	Credit Hours	3
Course Title	RESEARCH THESIS / PROJECT Capstone Project (Major)				
Course Introduction					
<p>This is a workshop course designed to facilitate students in their thesis and/or advertising projects. After getting the research topics approved, the students will write their thesis or work on their projects under the guidance of their supervisor. During the workshop, they will present and discuss developing stages of their project and/or thesis followed by feedback from the instructor and classmates. Specialized talks/lectures will be arranged by the instructor on important relevant topics like synthesizing literature review, presenting data and infographics, reference writing, SPSS, report writing etc. The workshop course aims to enhance the students' advertising and marketing skills and knowledge, as well as research skills. After developing the project and/or thesis proposal, students will present on PowerPoint/Prezi. Instructor will share a roadmap of the workshop before its commencement.</p>					
Learning Outcome					
<p>Upon successful completion of this course, the students will be able to:</p> <ol style="list-style-type: none"> 1. Synthesize literature review, present data and infographics, interpret results. 2. Write references in APA 3. Use Endnote or Microsoft Word Reference 4. Apply SPSS to handle quantitative data 5. Apply NVIVO to handle qualitative data 6. Write report 					
Assessment will be after the submission of thesis/project and equal weightage will be given to both internal and external examiners.					
Assessment Criteria	Sub-Criteria	Internal Examiner	External Examiner	Weightage	
Thesis/Project Plan					
Clarity and Focus	Clear statement of research problem or project objective			10%	
	Well-defined scope and objectives				
Literature Review	Relevant and thorough review			10%	
	Integration with research goals				
Methodology	Appropriateness and feasibility of methods			10%	
	Detailed description of procedures				
Originality and Contribution	Novelty/originality of research question/findings/project			10%	
	Potential impact and contribution				

Assessment Criteria	Sub-Criteria	Internal Examiner	External Examiner	Weightage
Problem-Solving Impact/Relevance	Addressing challenges/ Overall impact and relevance			10%
	Effective implementation			
Structure and Organization	Logical and coherent structure			10%
	Adherence to formatting guidelines			
Ethical Considerations	Addressing ethical issues and inclusion of approvals and consent			10%
Presentation				
Clarity and Delivery	Clear and engaging presentation			10%
Q&A	Ability to answer questions			10%
Presentation	Project exhibition/Poster Presentation			10%