



# MAPC Capstone

By - Alyssa R. Acevedo

# Road Map

Overview  
of the  
capstone

Current  
MAPC  
website

Mock  
Website

How is this  
beneficial?



# Overview



# Overview

Why this  
topic?

What is the  
problem?

What is the  
solution?



# Current MAPC Website

## M.A. in Professional Communication

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## M.A. in Professional Communication

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## **Final Capstone Project (completed by all students in fulfillment of the MAPC)**

A thesis option may be substituted. Consult the program director ASAP.

## **MAPC 700 Capstone Project**

The capstone experience is designed as the conclusive experience in the Master of Arts in Professional Communication. The project is largely independent and students will choose a faculty advisor with whom to formulate a process and complete a project. This person may come from any field at UT. Consult the course syllabus and/or the program director for the highlights and procedures, objectives, outcomes and guidelines for the MAPC 700 capstone in professional communication.





# Mock MAPC Capstone Site

## Welcome

Welcome to the Master of Professional Communication Capstone info page! Whether you are a current student or someone who is considering this program this section is available to you to answer some questions you may be having and provide different resources for you!

## What to expect from this page



## Capstone Overview

Here is where you can get a better understanding of what the capstone project is. [Learn more here.](#)

[Learn More](#)

# Academic Purposes

Capstone projects have many different academic purposes for students. Learn more about these different purposes [here](#).

[Learn More](#)



# Professional and Student Benefits

Capstones have many benefits to not only the student but the career field or the topic a student is researching. Learn more about these different benefits. [Learn More](#)

[Learn More](#)





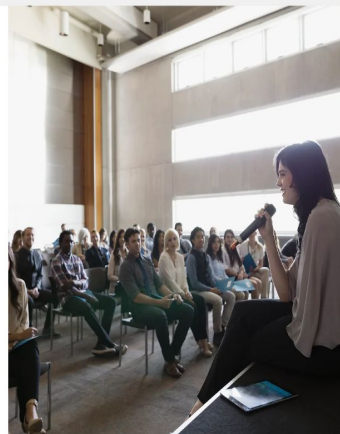
## Faculty Advisors

For your capstone project, you can pick any University of Tampa faculty member to be your advisor! Here are some of the main MAPC faculty members to choose from and their areas of expertise. Read more about them here.

[Read More](#)

## Capstone Submissions

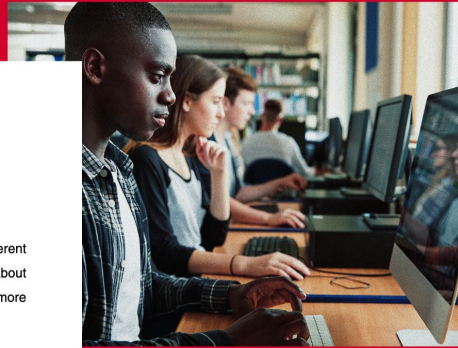
Deciding how to create your capstone can be difficult especially when you have many great ideas. Here are some examples of MAPC alumni submissions. View them here.

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# Student Resources

The University of Tampa offers a number of different services for students. Here you can find information about the writing center, speech center, and library. Learn more here

[Learn More](#)



## Contact UT








401 W. Kennedy Blvd.  
Tampa FL 33606-1490

(813) 253-3333

## Helpful Links

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[Directions](#)  
[Campus Safety](#)  
[Bookstore](#)  
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# Capstone Overview

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# What is a Capstone Project ?

A capstone project is a multilayered project that allows students to work hands-on in a specific topic or career field. They are flexible projects that can be created in many different forms and directions based on a student's interest.





# Capstone project vs Thesis

## Capstone

Capstone projects are multilayered projects that are much more than a thesis. Capstone projects are a way to wrap up a student's academic experience.

Students at any level can be assigned capstone projects. They aren't assigned to just undergraduate or graduate students. Capstones can be assigned in any area of study.

Unlike a thesis, capstones can be presented in any form, not just a paper. It can be a website, short film, PowerPoint presentation, etc.

Capstones target real-world situations while getting hands-on experience in a specific topic. Students can work hands-on in the field of their interest and help them start their career in that field if they choose.

Capstone projects take much less time to complete than a thesis paper. Capstone projects target individuals looking to complete a project in a shorter time frame. They are typically completed in one semester depending on the institution

Overall capstone projects analyze a student's ability to create an academic project that tests a student's research skills, critical thinking skills, ability to solve real-world problems and give solutions, and gives students a hands-on experience with their topic you would not typically gain from a thesis paper.

## Thesis

Thesis papers are meant to be a starting point for a dissertation when a student is looking to pursue a PH.D. after earning a master's degree. Thesis papers are targeted towards undergraduate and graduate students.

Thesis papers are turned in a single format a formal paper and students later present an oral presentation as their defense for the paper.

Students who are required to complete a thesis paper for their degree are required to complete them individually and only collaborate with a faculty advisor. They do not have the option of working in groups.

Thesis papers require students to investigate a problem and utilize the scientific method to address specific solutions to that problem or topic. Thesis projects are targeted toward creating new knowledge on a specific topic.

Thesis papers are can be completed over several semesters as opposed to a capstone which is typically assigned over the course of one semester at most universities.



# Different ideas for a Capstone

- **Strategic Communication Plan**
- **Autoethnography**
- **Handbook or Training Manual**
- **Social Media Campaign**
- **Thesis**
- **Performance or Art piece**

# Academic Purposes

Capstone projects have many different academic purposes for students. Learn more about these different purposes here.

Learn More



# Academic Purposes

Capstone projects have many different academic purposes for students. Some of the common benefits would be a way for students to display knowledge they have learned throughout their academic career or to prepare students for their future post-graduation but this is not the only purpose a capstone project serves. Two of the main purposes are it serves as a closure to a student's academics and a way to display a student's development throughout their academics.



# Closure To Academics

Capstone projects are a way for students to utilize past knowledge learned and wrap it up into a final project. Students utilize both past knowledge learned and current knowledge gained to help them complete their capstone. Utilizing different skills, theories, and concepts helps strengthen a student's capstone rather than just using what they have recently learned. Capstone projects are a clear way for a student to show the skills, concepts, and theories they have learned over the course of their degree.



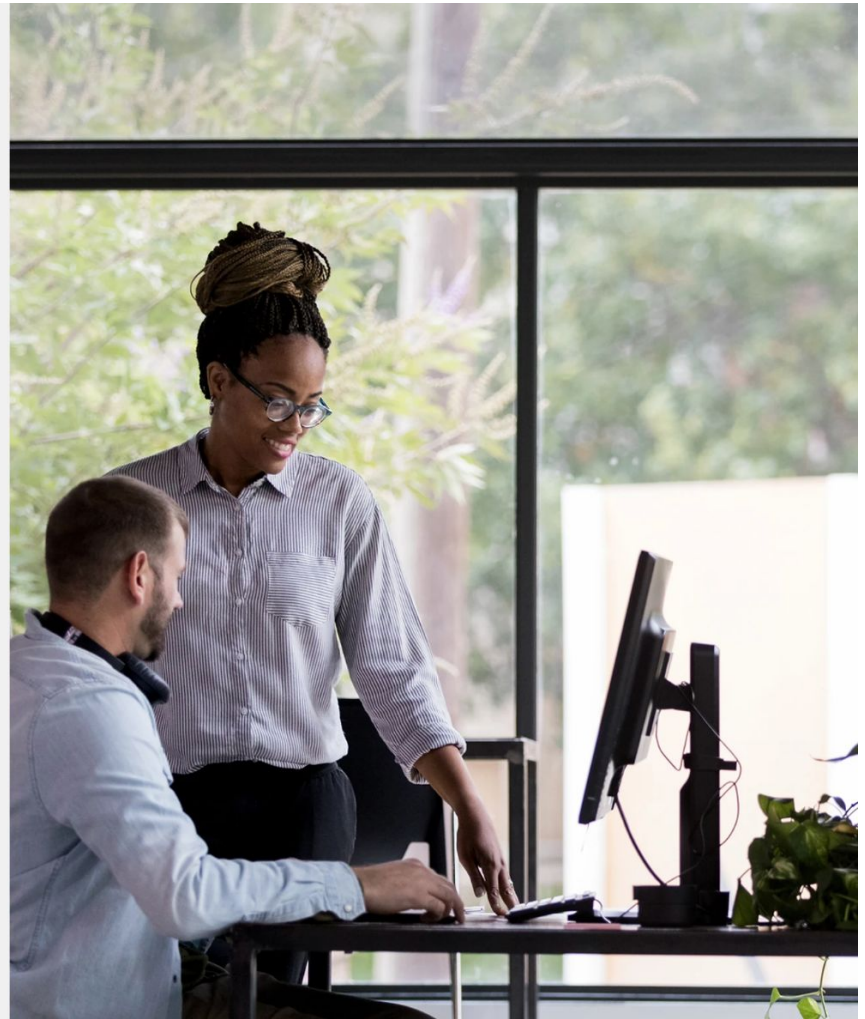


# Student Development

As a student goes through their academic career they gain skills from each course that adds to their development as a student. This development can be viewed as the knowledge they have gained thus far but can also be viewed as how they have developed as an individual. As a student, you should become more independent and responsible for your studies and deadlines.

Capstone projects show how a student is able to work under strict deadlines to complete an academic project. They also show how a student has the ability to take on challenging tasks by utilizing critical thinking skills and time management to complete them at the level expected.

These students who have completed a capstone project are able to show they know how to work on their own or collaborate with others such as working with a faculty advisor, company, or client. This sets them up to be well-rounded individuals post-graduation.



# Professional and Student Benefits

Capstones have many benefits to not only the student but the career field or the topic a student is researching. Learn more about these different benefits.

Learn More



# Professional and Student Benefits

Capstone projects are not just beneficial to a student academically but also professionally. Students are able to utilize their project as support when apply for a career in the field it may relate to. This section will go in-depth about these different benefits capstones have on students both academically and professionally.





# Academic Benefits

Capstone projects allow students to wrap up their academics in a professional project that gives them a hands-on experience in a specific topic or career field.

Students who choose to work directly with a company as their client, the student has the opportunity of building a relationship and work with them in the future.

Students who choose to work with a client or company, they can serve as a mentor and an overall support system to the student they are collaborating with.

Students also benefit by integrating real-world situations with theoretical and conceptual methods they have learned in classroom settings.

# Professional Benefits

When a student chooses a company or client they gain many different benefits. The topic or field a student chooses also benefits from the capstone project a student creates.

Students provide an outside perspective to solving problems the company or client may be facing and provide additional help to solve these problems.

The company or client is able to use the student as a resource for their company at a much lower cost than other options available to them.

A student's capstone has the ability to contribute to a specific topic or career field by adding new information from difference concepts they have learned and apply it to real-world situations.





## Faculty Advisors

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# Faculty Advisors

## MAPC's Core Faculty Members



**Chris Gurrie**

Director, Master of Arts in Professional Communication/Associate Professor, Speech

Phone: (813) 257-1711

Email: [cgurrie@ut.edu](mailto:cgurrie@ut.edu)

Address: 401 W. Kennedy Blvd. Tampa, FL 33606

Mailbox: 128F

Building: ECA Room: 231

Thinking about Dr. Gurrie as an advisor?

Consider a strategic communication plan or fitness communication.



**Lacey Corey Brown**

Director, Center for Public Speaking/Assistant Teaching Professor, Speech

Phone: (813) 257-3551

Email: [lbrown@ut.edu](mailto:lbrown@ut.edu)

Address: 401 W. Kennedy Blvd. Tampa, FL 33606

Mailbox: 128F

Building: ECA Room: 234

Thinking about Dr. Corey Brown as an advisor?

Consider topics in cultural communication or social justice.



**Kristen Foltz**

Director, Communication and Speech Studies/Assistant Professor, Speech

Phone: (813) 257-3499

Email: [kafoltz@ut.edu](mailto:kafoltz@ut.edu)

Address: 401 W. Kennedy Blvd. Tampa, FL 33606

Mailbox: 128F

Building: ECA Room: 232

Thinking about Professor Foltz as an advisor?

Consider topics in global strategic communication, topics relating to law, or conflict resolution.



**Stephen M. Kromka**

Assistant Professor, Communication

Phone: (813) 257-3954

Email: [skromka@ut.edu](mailto:skromka@ut.edu)

Address: 401 W. Kennedy Blvd. Tampa, FL 33606

Mailbox: 128 F

Building: ECA Room: 233

Thinking about Dr. Kromka as an advisor?

Consider topics in conflict resolution, quantitative or qualitative studies.



**Sean Sawicki**

Assistant Professor, Advertising and Public Relations

Phone: (813) 257-3513

Email: [ssawicki@ut.edu](mailto:ssawicki@ut.edu)

Address: 401 W. Kennedy Blvd. Tampa, FL 33606

Building: TECH Room: 456D

Thinking about Dr. Sawicki as an advisor?

Consider topics in advertising, quantitative studies, or public relations.



**Patrick Seick**

Lecturer I, Communication

Phone: (813) 257-4010

Email: [pseick@ut.edu](mailto:pseick@ut.edu)

Address: 401 W. Kennedy Blvd. Tampa, FL 33606

Mailbox: 128F

Building: ECA Room: 226

Thinking about Professor Seick as an advisor?

Consider topics in disability studies or intercultural communication.

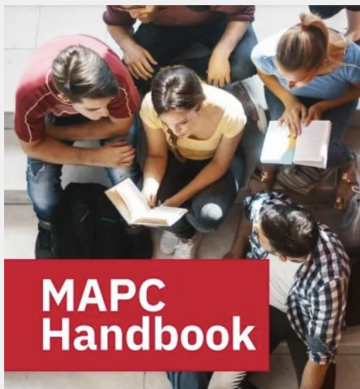
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# MAPC Capstone Submissions

[View More](#)

## MAPC Handbook

THE UNIVERSITY  
OF TAMPA  
Master of Arts in Professional Communication

University of Tampa, 2021-2022

### MAPC Handbook

Eber, Josephine; Troisi, Olivia

#### Abstract:

The MAPC Handbook was created to serve as an internal resource for the incoming and current MAPC students. This resource includes information about the University of Tampa, information specific to the MAPC program and alumni testimonials.

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## Autoethnography: Swipe for Mr. Right

Schellenberg, Kathryn

### Abstract:

This is an autoethnography describing dating patterns through personal narratives. The way daters are communicating and dating has changed. Through my experiences, I am trying to raise awareness for those who are also looking for love online.

[Read More](#)



## Communicating Apologies Effectively

Roque, Dannielle

### Abstract:

After a relational transgression, the offender may apologize to maintain the relationship and attain forgiveness from the transgression-receiver. This study investigated how apology elements and communication mediums may impact the extent to which a transgression may be forgiven. Using a 2X2 experiment examining effective apology elements (apology elements present vs. apology elements absent) and communication mediums (face-to-face vs. texting), this study examined the extent to which the offender would receive forgiveness after a hypothetical transgression committed by a friend. Nine hundred and forty-four (N = 944) participants responded to an online survey that randomized the type of apology that they would receive from a friend after the transgression. Results indicated that a face-to-face apology with the effective apology elements encouraged higher levels of forgiveness in comparison to a text apology without the effective apology elements. A face-to-face apology with the effective apology elements did not significantly differ in forgiveness from a text apology with the effective apology elements, suggesting that apology quality is more important than the medium in which the apology is communicated.

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## Autoethnography: Swipe for Mr. Right

Schellenberg, Kathryn

**URI:** <http://hdl.handle.net/20.500.11868/2770>

**Date:** 2021-12

### Abstract:

This is an autoethnography describing dating patterns through personal narratives. The way daters are communicating and dating has changed. Through my experiences I am trying to raise awareness for those who are also looking for love online.

[Show full item record](#)

### Files in this item



**Name:** Schellenberg\_Kath ...  
**Size:** 163.5Kb  
**Format:** PDF  
**Description:** Capstone project

[View/Open](#)

### This item appears in the following Collection(s)

- [MAPC 2021](#)  
Final Projects Created for MAPC 700

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# UT Center for Public Speaking



The Center for Public Speaking's mission is to enhance communication skills and offer support services at The University of Tampa. We provide one-to-one tutoring and small group workshops with peer tutors and experienced professionals.

We are ready to work with you online or in-person! To schedule an appointment in person or online, visit our Instagram, [@UTampaSpeech](#).

Ferman Center for the Arts (FCA) building, Room 228 (#46 on the [campus map](#))

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# Saunders Writing Center



The Saunders Writing Center offers students one-on-one consultations to strengthen their fundamental writing skills to produce clear and creative writing. Tutors assist with brainstorming, proofreading or revising writing for any classes at UT. Tutoring sessions are available in person.

We can help with brainstorming, proofreading or revising writing for your classes at UT!

Location and Appointments:

Plant Hall 323

(813) 253-6244

[Read More](#)



# Macdonald-Kelce Library

The Macdonald-Kelce Library, as the information access center of the university, has the basic goal of supporting instruction, research, and service learning. Members of the university community use library resources, print and electronic, to meet their various informational needs. As a Federal Depository, the library is also open to the public seeking government information (by appointment). Librarians and library staff are committed to providing a comfortable environment, delivering service that promotes the goals of lifelong learning, and making scholarly content generated by UT more open, accessible, and durable.

Today's Hours

Library Hours 8am – 1am

Research Help 9am – 9pm

Please contact us at [library@ut.edu](mailto:library@ut.edu) with any questions.

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# Benefits

# How is this beneficial?

Provides a  
resource for  
current and  
future  
students

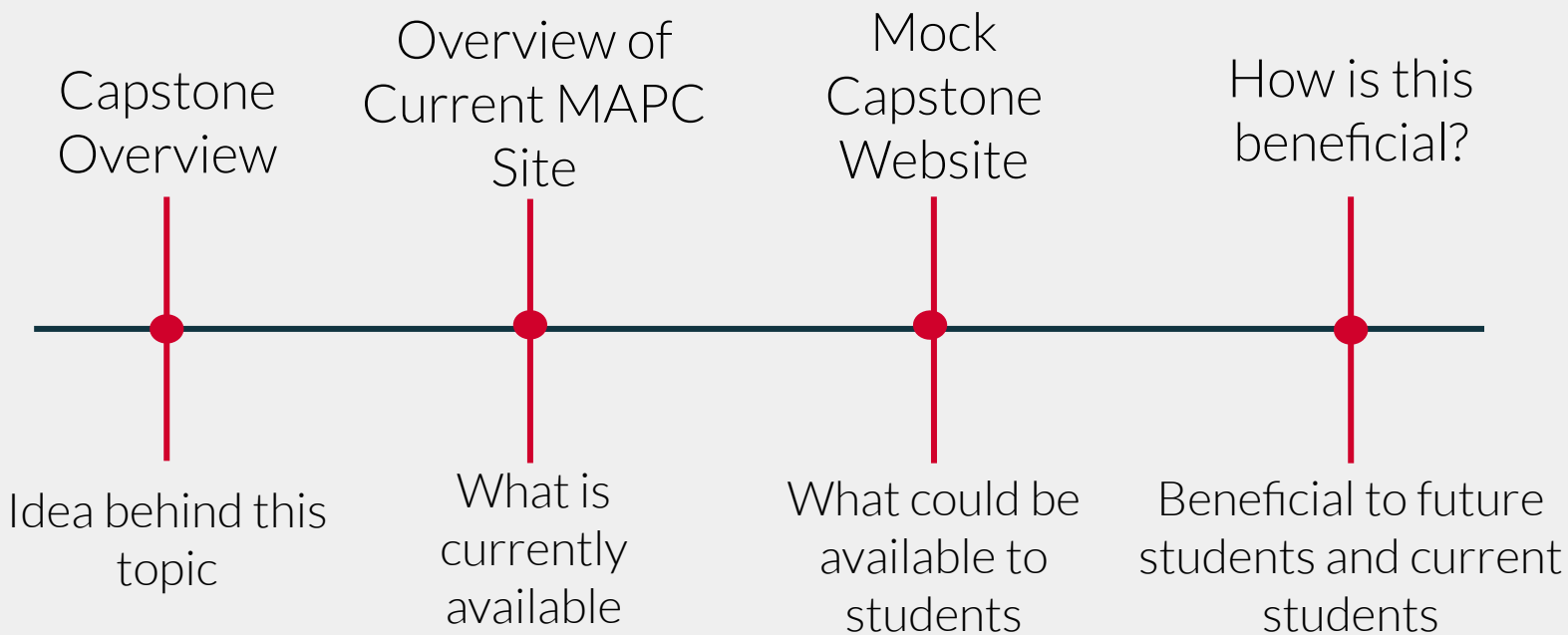
Easy to  
access  
information

Goes into  
more detail  
than just a  
description of  
the capstone



# Wrap Up

# Wrap Up





Thank you!