



PAN AFRICA CHRISTIAN UNIVERSITY

SCHOOL OF HUMANITIES AND SOCIAL SCIENCES

END OF SEMESTER EXAMINATION FOR THE DEGREE OF BACHELOR OF ARTS
IN

MAY- AUGUST 2024 TRIMESTER

CAMPUS: ROYSAMBU

DEPARTMENT: COMMUNICATION, LANGUAGES AND LINGUISTICS

COURSE CODE COM302:

COURSE TITLE: COMMUNICATION RESEARCH METHODS

**COM302: COMMUNICATION RESEARCH METHODS
COURSE ASSESSMENT RUBRIC**

Task:

Writing a Research Proposal

Assessment Rubric

Instructions:

Students are required to work on the assignments and submit them on the LMS by the due dates for grading.

1	Preliminary pages • Cover Page • Formulate a title for your study (the title should have two variables(Dependent and independent) • Preliminary pages Submit by due date	10 marks
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2	Chapter 1: Apply the following order of sections: • Introduction • Background of Study- 2-3 pages. • Statement of the Problem- 2 paragraphs. • Objectives of the Study - 1 General Objective. • Specific Objectives– 3 objectives. • Research Questions or Hypothesis- 3 • Justification of the study- 1-2 paragraphs • Significance of the Study -1-2 paragraphs • Scope of the Study- 1-2 paragraphs • Limitations of the study -3-4 limitations Submit by due date	20 marks
3	Chapter 2: Literature Review Apply the following order of sections: • Literature review on all your objectives- Three resources for each objective(Properly cited) • Empirical review- provide two empirical studies (review) for each objective and identify a search gap. • Theoretical framework- 1-2 relevant theories Submit by due date	20 marks
4	Chapter 3: Research Methodology Apply the following order of sections: • Research Design • Population – Describe the target population. • Sampling Methods. • Sample Size (Calculate) • Research Instruments/Tools (create questions on Google Forms and share the link on the LMS. Provide -section A for demographic/personal information for your questionnaire and Section B- create two Likert scales with at least four questions each. • Pilot test- piloting for Validity/ Reliability before the main study- explain how you will test the instruments. • Data Collection Procedures/Techniques used. • Type of data- show the type of data to be gathered • Data Analysis- explain how you will analyze data • Logistical and Ethical Considerations Submit by due date	25 marks

5	References and appendices References (the resources used in the documents/ books/journals and any other documents) Using APA style Appendices • Additional documents as annexes to the main research document) • Questionnaire/ other instruments • Budget • Work plan/ timelines Submit by due date	15 marks
6	The proposal document - include an abstract and a table of contents Submit on the examination Day .	10 marks
	TOTAL	100%