MAC223: Research Methods 11 (2 Units)

Department of Mass Communication

Covenant University
1. MAC223

1.1. MAC223: Research Methods 11 (2 Units)

This course exposes the students to advanced research techniques in observation, experimentation, content analysis and survey. The student is expected to do a mini research project as an outcome from this study. The student will therefore be encouraged to conceive a research topic and problem, select appropriate methodology, and carry through the project. The student will also be taught the analytical techniques of data analysis as well as styles of data presentation.