

COM 3120 Case Study Guidelines

Purpose: The goal of this assignment is for you to review a published report about a person, group, or situation that has been studied over time and analyze it using course concepts and theories.

Task: You will review the case study in the dropboxes and select at least one of the discussion questions from the end of the case study to address in your paper. Write a 3-5-page (double spaced) paper that adheres to APA style (remember to cite in text and in a reference list where applicable) and incorporate course concepts and/or theories into your analysis.

A successful student will:

- Submit a paper that is 3-5 pages long (double spaced, not counting any headers/footers/extraneous material) and is free from any grammatical or syntactical errors.
- Analyze the case study using course concepts and/or theories.
- Use APA style appropriately (i.e. cite sources in text and in a reference list).
- Submit the essay to the appropriate dropboxes by the deadline.