**COM 3120 Case Study Guidelines**

Purpose: The goal of this assignment is for you to review a case study 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 dropbox and answer all of the discussion questions from the end of the case study in your paper. Support your answers with specific concepts from this week’s chapter. You do not need to summarize the case, as I am familiar with it. Write a 3-5 page (double spaced) paper that adheres to APA style (i.e. 12-point font, normal margins, no cover page or abstract needed). If you quote, paraphrase, or summarize material from outside resources, including the textbook, make sure to give credit to the source and cite properly. Your paper should be formatted like a formal essay with an introduction with thesis, main/body points, a conclusion with thesis, and transitions between paragraphs.

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.
* Submit a paper that is organized properly (i.e. introduction, main points, conclusion, thesis statement, transitions).
* Analyze the case study using course concepts and/or theories.
* Avoid summarizing the case.
* Use APA style appropriately (i.e. cite sources in text and in a reference list).
* Submit the essay to the appropriate dropbox by the deadline.