**PR Case Study Part 1: Research and Planning**

Name

Grand Canyon University: COM-370

Date

PR Case Study Part 1: Research and Planning

Taking content verbatim is not acceptable in academic writing. As such, as a matter of practice in my class, I want you to refrain from using direct quotes in your papers- Direct quotes are rarely if ever needed (less than 2-5% of your paper should be direct quotes and it’s better to avoid them altogether). Remember that “research” does not equal “using a direct quote”. Focus on paraphrasing and synthesizing content in your own words to advance your writing and scholarship. When you paraphrase and synthesize, in text-citation and referencing is still necessary because you are acknowledging that the information you have included in your paper came from “somewhere” and that information is not “lay” knowledge to you.

**Part A**

**Company Summary**

Start text here…

**Situational Analysis**

Start text here

**Problem/Goal/Opportunity**

Start text here…

**Expected Outcome**

Start text here…

**Description of Success**

Start text here…

**Part B**

**Research Information Needed**

Start text here…

**Use of Research**

Start text here…

**Research Method**

Start text here…

Mention qualitative or quantitative research or both (page 95).. Describe specific types of research methods: survey, focus groups, content analysis

**Specific Publics**

Start text here…

**Conclusion**

Start text here…

**References**