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| **Criteria** | **Excellent** | **Good** |  |  |
| **Title Page, Formatting and Length Requirements** | 4 points  ***ALL Content AND Formatting Requirements Met:  Content Requirements***   * Minimum of 1500 words, maximum 1750 words (excluding cover and bibliographical pages) * Title Page including your name, instructor name, course name and number, and paper title * Case Study Requirements   1. Introduction and Synopsis of Article / Case   2. Goal of Organization or Individual   3. Strategy Employed to Accomplish Goal   4. Measurable Success Factors   5. Conclusion and Analysis of End Results of Initiative * Bibliographical Page with minimum of 2 professional / scholarly sources. Wikipedia is not acceptable.   ***Formatting Requirements***   * Project must follow APA style * Double-spaced 1 inch margins * 12 point professional font * Headers including project name, class, and page numbers * File name first initial, last name and project (ex. JDoe\_casestudy) * Use of tables, graphs, images, etc. of appropriate size that are relevant to the information being conveyed is highly encouraged.   *Length of Case study was between 1750 and 1500 words.* | 3 points  ***ONE Content \*\*OR\*\* Formatting Requirement NOT Met:  Content Requirements***   * Minimum of 1500 words, maximum 1750 words (excluding cover and bibliographical pages) * Title Page including your name, instructor name, course name and number, and paper title * Case Study Requirements  1. Introduction and Synopsis of Article / Case 2. Goal of Organization or Individual 3. Strategy Employed to Accomplish Goal 4. Measurable Success Factors 5. Conclusion and Analysis of End Results of Initiative  * Bibliographical Page with minimum of 2 professional / scholarly sources. Wikipedia is not acceptable.   ***Formatting Requirements***   * Project must follow APA style * Double-spaced 1 inch margins * 12 point professional font * Headers including project name, class, and page numbers * File name first initial, last name and project (ex. JDoe\_casestudy) * Use of tables, graphs, images, etc. of appropriate size that are relevant to the information being conveyed is highly encouraged.   *Length of Case study was between 1499 and 1000 words.* |  |  |
| **Introduction, Synopsis and Goal of Case** | 4 points  Complete overview and explanation of the article or case study and a complete description of how digital media was used to provide influence.  Complete review of the goal of the organization or individual as it applies to the use of digital media as an influencer. | 3 points  Incomplete overview and explanation of the article or case study and a complete description of how digital media was used to provide influence.  Partial review of the goal of the organization or individual as it applies to the use of digital media as an influencer. |  |  |
| **Strategy Employed to Accomplish Goal and Measurable Success Factors** | 4 points  Full and complete analysis of the Strategy Used to Accomplish the stated Goal with supporting references.  Full and complete accounting for the measurable success factors in achieving the goal with supporting references. | 3 points  Full and complete analysis of the Strategy Used to Accomplish the stated Goal without supporting references.  Full and complete accounting for the measurable success factors in achieving the goal without supporting references. |  |  |
| **Conclusion and Analysis of End Results** | 4 points  Full and complete conclusion drawn from the analysis of the End Results compared to the Measurable Success Factors with supporting references. | 3 points  Full and complete conclusion drawn from the analysis of the End Results compared to the Measurable Success Factors without supporting references. |  |  |
| **Bibliographical Sources and Citations** | 4 points  Use of a minimum of 2 professional/scholarly references.  All sources properly cited within the body of the text. | 3 points  Use of a minimum of 2 references but one is not professional/scholarly.  All sources cited but not in the APA format. |  |  |
| **Overall Score** | **Excellent 18 or more** | **Good 16 or more** |  |  |