

**MKT 301**  
**Case Study Example**

Below are examples of cover, abstract and references pages:

RUNNING HEAD: NAME OF PAPER

The Name of Your Paper

Sub name if any

Paper Type (marketing plan, case analysis, thesis)

Your Name

Your School Name

## **Abstract**

The purpose of the study is to show how even a “sport” video game can incorporate many types of learning, to call attention to what might be overlooked as significant forms of learning, and to understand and take advantage of the opportunities video games afford as more deliberate learning environments. The aspects explored are the skills and techniques required to be successful in the game, the environment that skaters skate in, the personal vs. group identity that is shown through the general appearance of the skater, and the values and icons that the game teaches players. We are finding that sport video games support learning; we hope to find how one learns about oneself as a learner from playing.

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## References

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