

Apologia Assignment  
BUS 3315  
Fall 2010

**Choose either two corporate apologies or one corporate apology and one celebrity apology (staple the two together):**

Specifics for formatting:

Header in upper left corner: Name and Class Time

1" top, bottom, right, left

Single spacing, double space between paragraphs

Block paragraphs

**Title** (centered): Apologia Assignment – Name of Company or Incident

**Summary:** Type and bold "Summary" at the left margin, enter twice and type your summary. Your summary should be in paragraph form. You'll want to include the specifics of the situation (location, people involved, and events that led to the apology).

**Sources:** Type and bold "Sources," listing at least three sources you found from each topic (newspapers, blogs, youtube, etc). Use MLA guidelines.

*Number each of the following listing the question and your response to the question. If you did not find a response, write a response that would be appropriate given the criteria established. After writing a response, analyze your response.*

**Manner:**

Regarding "manner" of the company's apology (not FDA) or individual's response:

1. Was it truthful?
2. Was it timely?
3. Was it voluntary?

**Content:**

Regarding content (again, not FDA):

1. Did the company or individual acknowledge wrongdoing?
2. Did the company or individual accept responsibility?
3. Did the company or individual express regret?
4. Did the company or individual ask forgiveness?
5. Did the company or individual seek reconciliation?
6. Did the company or individual disclose relevant information? (If you are completing these questions about an individual, summarize your response here. If you are completing these questions about a company, answer the following:)
  - a. Did the company have a separate "button" or "icon" titled Recall Safety Information?
  - b. Is there a recall page and does it include the product recall information and NO sales information?
  - c. Does the page have a picture of the project as well as text about the project?
  - d. Is the recall page interactive? Can consumers register to participate in the recall?
  - e. Is the recall notification date listed and is there a date of the joint press release?
  - f. Is the recall notification available for the duration of the recall?
7. Did the company or individual provide an explanation that addressed the victim's concerns and questions, and did the company or individual offer correction action and/or compensation?

(Refer to the handout located on Blackboard and discussions we've had in class.)