

Case Study Template

How to Use This Template

Below is a list of questions that cover the essential elements of your case study. This should be used when you are gathering information ahead of writing your case study. Your answers to these questions should be specific, clear, and thorough. You can skip questions that are fundamentally inapplicable to a situation, but only do so if it is completely outside the scope of the case study. Once complete, you will have a complete outline with all the relevant details you'll need to create a persuasive and memorable case study.

Note that professional Case Studies are usually written to attract business by showcasing your company's abilities to solve problems. Therefore, rather than including solution options, they only include the solution that was enacted (the Recommendation). Assignment #3 asks you to come up with about three solution options to encourage you to think innovatively about how the communication problem might be resolved. Additionally, professional Case Studies include the Results of the implemented plan; however, here you won't have that opportunity. Such Results would include the client benefits, as well as any specific numbers or stats indicating improvement. See sample case studies.

Section 1: Background Information About the Client

What is the full name of the client brand?

What industry are they in, and what is their position within the industry?

Example: Leading health care solutions provider in the Mid-Atlantic region.

What are important details about this client that should be shared?

Do they have multiple locations? How large are they? Etc.

Section 2: Their Challenge

What issue, challenge (or potential opportunity) are you addressing?

Why did they have this problem?

Through research and analysis, examine the internal organizational communication problem that allowed this problem to occur OR if examining a potential opportunity, what changes will need to be communicated within the organizational culture to support this opportunity?

Section 3: Potential Solutions

How might you approach the challenge?

There is a good number of options. Be direct and offer specific details, e.g., avoid saying deploy a software, and outline specifically what the software will do.

Brainstorm to think innovatively and creatively. Draw on material from course readings, as well as other research. Consider examining other organizations in the same industry. Have they had similar issues? How were they resolved? Were the solutions successful? Discuss each potential solution in terms of expected outcomes; while you're trying to be positive and persuasive, also consider potential drawbacks.

Offer a comparative analysis of the three potential options to support your final Recommendation.

Section 4: Recommendation

Of the options suggested, which is the strongest solution? This will become your Recommendation. It should include an implementation plan, with a timeline.