

CASE STUDY REPORT FORMAT GUIDELINE

Following is a suggested guideline for preparing your case study reports (remember to always use Harvard Business Style for all formatting and referencing as per the course outline):

Cover Page

(Include student names and student ids)

Executive Summary

(If appropriate – should be written last to focus on key points/findings)

Introduction

Current Situation Analysis and pertinent Background including a synopsis of the relevant information from the case analysis tool short form.

Body

May include:

- Target Market Identification
- Market Needs
- Forms of IMC in use
- Analysis of Case
- Key Issues/Goals
- Recommendations

Should include:

- Decision Criteria
- Assumptions
- Data Analysis (analysis in appendix and summary info in body)
- Preferred Alternative with rationale.
- Justification/Predicted Outcome:

It is important that all guestimates or creative ideas be founded upon some marketing rationale and a solid understanding of the metrics related to the target market and anticipated financial changes/impact. Using target market analysis and education estimation of population, \$, and units is appropriate.

If you are not confident in your ability to do so...PLEASE FEEL FREE TO DISCUSS "HOW TO" as a team with the professor well in advance of your case presentation.

Conclusion

References

Recommend that you source business journals, periodicals, and textual references as well as any online research. Make sure you support your ideas with facts and figures. Please

Report Guideline

Jessica J Manson



Report Guideline:

No Stress Tech Guide to Crystal Reports XI for Beginners Indera Murphy, 2006-08 A self paced visual guide to learning Crystal Reports this workbook for beginners has easy to understand step by step instructions and screen shots to show users how to complete the design technique

The Federal Sentencing Guidelines: - 2. Report United States Sentencing Commission, 1991

Clinical Practice Guidelines We Can Trust Institute of Medicine, Board on Health Care Services, Committee on Standards for Developing Trustworthy Clinical Practice Guidelines, 2011-07-16 Advances in medical biomedical and health services research have reduced the level of uncertainty in clinical practice Clinical practice guidelines CPGs complement this progress by establishing standards of care backed by strong scientific evidence CPGs are statements that include recommendations intended to optimize patient care These statements are informed by a systematic review of evidence and an assessment of the benefits and costs of alternative care options Clinical Practice Guidelines We Can Trust examines the current state of clinical practice guidelines and how they can be improved to enhance healthcare quality and patient outcomes Clinical practice guidelines now are ubiquitous in our healthcare system The Guidelines International Network GIN database currently lists more than 3 700 guidelines from 39 countries Developing guidelines presents a number of challenges including lack of transparent methodological practices difficulty reconciling conflicting guidelines and conflicts of interest Clinical Practice Guidelines We Can Trust explores questions surrounding the quality of CPG development processes and the establishment of standards It proposes eight standards for developing trustworthy clinical practice guidelines emphasizing transparency management of conflict of interest systematic review guideline development intersection establishing evidence foundations for and rating strength of guideline recommendations articulation of recommendations external review and updating Clinical Practice Guidelines We Can Trust shows how clinical practice guidelines can enhance clinician and patient decision making by translating complex scientific research findings into recommendations for clinical practice that are relevant to the individual patient encounter instead of implementing a one size fits all approach to patient care This book contains information directly related to the work of the Agency for Healthcare Research and Quality AHRQ as well as various Congressional staff and policymakers It is a vital resource for medical specialty societies disease advocacy groups health professionals private and international organizations that develop or use clinical practice guidelines consumers clinicians and payers

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