**Research Paper Outline Example**

**Title: Communicational Strategy Analysis of Microsoft.**

**Thesis:**Microsoft has been successful in formulating an effective communication strategy that has enhanced the influence of the company across countries in the globe. The communication strategy has played a vital role in allowing the company to reach out to new horizons and improve efficiency through internal communication

**I.** Introduction

A. Description of Microsoft’s current communication strategy
B. Thesis: Microsoft has been successful in formulating an effective communication strategy that has enhanced the influence of the company across countries in the globe. The communication strategy has played a vital role in allowing the company to reach out to new horizons and improve efficiency through internal communication

**II.** Background

A. The evolution of Microsoft’s communication strategy over the years.
B. Aims and objectives of the communication strategy

**III.** Benefits of the communication strategy

A. Effects of a well-researched and formulated communication strategy. Intensive research towards understanding the market across the globe and applying innovation to improve.
B. Impact of stressing on customer satisfaction and improvement integration. How Microsoft has been able to communicate more efficiently in comparison to its competitors.

**IV.** Drawbacks of the communication strategy

A. The communication methods are not cost-effective. Scope of improvement in the budget utilized in research of formulating the communication strategy.
B. Improvement in external communication by institutionalizing the engagement of stakeholders in the decision making of the company.

**V.** Analysis of the communication strategy

A. The growth in the effectiveness of the strategy over the last two decades.
B. Scope of improvement in external communication with shareholders and in internal communication by encouraging management’s communication with lower level employees.
C. The role of its communication strategy in building trust, goodwill and creating a brand image for the company.

**VI.** Conclusion

A. Thesis
B. Summary of how the communication strategy has evolved through effective innovation and creativity.
C. Recommendations regarding scope of improvement.

Extorted from the strategic management paper on [Microsoft’s communicational strategy analysis](https://penmypaper.com/free-paper/microsoft-communicational-strategy), this outline is one of its kind and widely used by students.