**CORPORATE SOCIAL RESPONSIBILITY PRESENTATION**

**Your mission is to develop a new corporate social responsibility platform for a company of your choice. You are the head of CSR at a major company. It is your responsibility to develop a new CSR Platform that you will “pitch” in a formal presentation to your company Board of Directors.**

PART I: COMPANY RESEARCH

**A. COMPANY DESCRIPTION:** Provide a description of the company. Are they a service or product based company? What is their mission and/or vision? In what countries is this corporation located? When did the company become international? Who is the current President/CEO of the company?

**B. COMPANY HISTORY:** Who makes up their executive team and board of directors? Where did the company originate? How long has the company been in existence? Name and describe any special innovators to the company.

**C. SALES AND FINANCIAL INFORMATION:**  What is the price of one share of stock in this corporation? Provide a brief description of the company’s stock history. What is the current value of the company?

PART II: YOUR NEW CORPORATE SOCIAL RESPONSIBILITY PLATFORM

**A. DESCRIPTION OF THE CHALLENGE:** What is the current goal, issue, or challenge that this corporation faces? How did it originate? In what ways does this issue impact society and consumers?

**B. PROVIDE A SUMMARY OF YOUR COPORATE SOCIAL RESPONSIBILITY PLATFORM:** Provide an explanation of your CSR platform and why you believe that this will benefit your company, society, and consumers. How will your CSR Platform make a difference??

**C. PRIVIDE DETAILED DESCRIPTIONS OF HOW YOUR CSR PLATFORM WILL HELP YOUR COMPANY REACH THEIR INTENDED GOAL, ADDRESS THEIR CURRENT ISSUE, OR SUPPORT AN ORGANIZATION OF THEIR CHOICE:** Provide a written explanation of how your company will execute their CSR Platform. How long will this CSR Platform be in effect? What goals do you hope to accomplish? Create a marketing plan for your company’s new CSR Platform. Be sure to include commercial descriptions, social media marketing plans, radio ads, etc.

CSR EXAMPLE:

**Corporate Social Responsibility**

[](http://www.google.com/url?sa=i&rct=j&q=&esrc=s&frm=1&source=images&cd=&cad=rja&docid=wKAf92Xdn1kk0M&tbnid=z_RPplcmUg-EeM:&ved=0CAUQjRw&url=http%3A%2F%2Fbetf.blogspot.com%2F2010%2F08%2Farcher-daniels-midland-company.html&ei=JlxuUv2xH6WEyAHw9IDoDw&bvm=bv.55123115,d.b2I&psig=AFQjCNF_79HpImVB-vrEN78O2gE41kyanA&ust=1383050658817939)Through the ADM Cares program, ADM works to sustain and strengthen this commitment by directing funding to initiatives and organizations around the world that drive meaningful social, economic and environmental progress.ADM Cares is a corporate social investment program comprising three distinct focus areas:  
  
 [Strong Roots](http://www.adm.com/en-US/company/CommunityGiving/Pages/StrongRoots.aspx)  
 [Strong Bonds](http://www.adm.com/en-US/company/CommunityGiving/Pages/StrongBonds.aspx)  
 [Strong Communities](http://www.adm.com/en-US/company/CommunityGiving/Pages/StrongCommunities.aspx)

**Explore ADM’s website and take a look at their**

**multiple social responsibility platforms.**

**THE PROJECT**

**You have a total of two weeks to complete this assignment. Please use your time wisely both inside and outside of class.**

**Assigned: Monday, October 28th, 2013**

**Due: Friday, November 8th , 2013**

Step 1: Choose your partner.

Step 2: Choose your international corporation

Step 3: Complete your company research and provide a written summary of the following areas:

**Introduction:** Introduce us to the company and why you chose this company for your project

**Company Description:** Explain the mission of the company, their values, goals, beliefs, etc.

**Company History:** Provide several paragraphs explaining any significant company history that can help to support your CSR Platform.

**Sales & Financial Status:** Provide written work, graphs, charts, and numbers that help explain the current financial status of the company.

**CSR Description:** Provide an explanation of your CSR platform and why you believe that this will benefit your company, society, and consumers. How will your CSR Platform make a difference?

**CSR Execution:** Provide a written explanation of how your company will execute their CSR Platform. How long will this CSR Platform be in effect? What goals do you hope to accomplish?

**CSR Marketing:** Create a marketing plan for your company’s new CSR Platform. Be sure to include commercial descriptions, social media marketing plans, radio ads, etc.

**Conclusion:** Conclude your writing with a final sales pitch as to why you believe this will be beneficial to the success of your company.

Step 4: Choose how you are going to express your presentation:

OTHER IDEAS? Approve them with your instructor before you proceed!

***Create a Logo (This is a required piece of your CSR Platform)***

*Give an oral presentation Create a Multimedia Presentation*

*Create a booklet Create a website*

Step 5: Complete the attached **Student Planning Sheet**

Step 6: Design a **timeline or schedule of deadlines** in order to complete the assignment on time.

Step 7: Complete the **Presentation Brief Worksheet**

Step 8: Complete and maintain the **Research Log Sheet**

Step 9: At the end of week 1, meet with your instructor to go over the **Group Observation Checklist**

Step 10: Present your project to the class.

Step 11: Complete a group AND self assessment survey at the conclusion of your project.

LIST OF INTERNATIONAL COMPANIES TO CHOOSE FROM

**USA**

Affiliated Comp. Services Inc.

Altria Group

American Express

Apple Inc.

Aquent LLC

AtariAOL LLC

Boeing

Capital One

Fin. Co.Centocor Inc.

Chevron Corporation

Citigroup Inc.

Cognizant Technology Solutions

The Coca-Cola Company

Colgate-Palmolive Company

Columbia Sportwear Company

ConocoPhillips Cummins Inc.

Dell Inc.

Dow Chemical

Du Pont (chemical) E

A (Electronic Arts Inc.)

Electronic Data Systems

Corp Energizer Holdings Inc.

Exxon Mobil

Fed Ex Corporation

[Ford Motor Company](http://www.investmentsandincome.com/investments/multinational-corporation/ford_motors.html)

[General Electric Company](http://www.investmentsandincome.com/investments/multinational-corporation/general-electric.html)

General Motors

Gillette

Google Inc.

Goodyear Tire and Rubber Company

Halliburton Energy Services

Hasbro Inc.

Hearst Corporation

Hewlett Packard Company

You may not choose the same company as someone else in the classroom.

IBM

Intel Corporation

Interpublic Group of Companies

Johnson Controls Inc.

Johnson & Johnson

JPMorgan Chase & Co.

Korn/ Ferry International

Krispy Kreme

Lear Corporation

Lexmark

Lockheed Martin

Mars Incorporated (Masterfoods)

Mattel Inc.

Merrill Lynch

International Microsoft Corporation

Monsanto Company

News Corporation

Nike, Inc.

ORACLE

Osram Sylvania Inc.

Parker

HannifinPepsiCo Inc.

Pfizer, Inc.

Polo Ralph Lauren

Procter & Gamble Co.

Silicon Graphics, Inc.

Stryker Graphics, Inc.

Sun Microsystems Inc.

Syntel Inc.

Texas Instruments

Union Carbide Corporation

Walt Disney Company

Wal-Mart Stores, Inc.

Wrigley Company

Xerox Corporation

Yahoo! Inc.

Student Weekly Planning Sheet

**Project: Student: Date:**

|  |  |  |
| --- | --- | --- |
| **This week I will work on the following products:**  **1.**   |  |  | | --- | --- | | Begin  Continue  Complete  Begin  Continue  Complete | By myself  With\_\_\_\_\_\_\_  With\_\_\_\_\_\_\_  By myself  With\_\_\_\_\_\_\_  With\_\_\_\_\_\_\_ |   **2.** |
| **This week I will carry out the following investigations:**  **1.**   |  |  | | --- | --- | | Begin  Continue  Complete  Begin  Continue  Complete | By myself  With\_\_\_\_\_\_\_  With\_\_\_\_\_\_\_  By myself  With\_\_\_\_\_\_\_  With\_\_\_\_\_\_\_ |   **2.** |
| End of week reflections: what did I learn? |

**PROJECT TIMELINE**

|  |  |  |  |
| --- | --- | --- | --- |
| **DATE** | **TO DO IN CLASS** | **TO DO OUT OF CLASS** | **NEEDS TO BE TURNED IN:** |
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**Implementation Tools**

Student Presentation Brief

**Project: Student(s): Date:**

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| --- |
| ****What will the audience learn from my presentation?**** |
| **(If group presentation) What part am I responsible for?** |
| My plan to make a successful presentation: |
| **I expect to learn the following from making this presentation:** |
| ****Specific skills I plan to work on are:**** |
| ****I need the following technology/equipment for my presentation:**** |

Research Log

**Project: Student: Date:**

|  |  |
| --- | --- |
| **Source** Record Complete Citation | **Note** Describe What You Learned |

Group Observation Checklist

**Project: Group Members: Date:**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| ****Observe a group for five to ten minutes. Check the boxes that best describe group member participation.**** | **All** **Members-4** | ****Most**** ****Members-3**** | **Some** **Members-2** | **Few** **Members-1** | **Not** **Applicable** |
| ****When starting a new task, group members:**** | | | | | |
| Agree on an agenda or plan | □ | □ | □ | □ | □ |
| Begin work promptly | □ | □ | □ | □ | □ |
| Get out project materials | □ | □ | □ | □ | □ |
| Figure things out without teacher assistance | □ | □ | □ | □ | □ |
| Share responsibilities | □ | □ | □ | □ | □ |
| ****When conducting research, group members:**** | | | | | |
| Consult primary sources | □ | □ | □ | □ | □ |
| Take notes | □ | □ | □ | □ | □ |
| Have relevant conversations | □ | □ | □ | □ | □ |
| Evaluate the significance of new information | □ | □ | □ | □ | □ |
| Stay on task | □ | □ | □ | □ | □ |
| ****When discussing project work, group members**** | | | | | |
| Ask clarifying questions | □ | □ | □ | □ | □ |
| Give each other a chance to speak | □ | □ | □ | □ | □ |
| Make decisions efficiently | □ | □ | □ | □ | □ |
| Record decisions and plans | □ | □ | □ | □ | □ |
| Share essential information | □ | □ | □ | □ | □ |
| Stay on task | □ | □ | □ | □ | □ |

**End-of-Project Self-Assessment**

Project: Student: Date:

|  |
| --- |
| **I completed the following tasks during the project:** |
| **As a result, I learned the following:**  About the subject matter       About working in a group       About conducting an investigation       About presenting to an audience       About |