

**Honors Advanced Marketing
Summer Assignment - 2017
CSR - Company Research PowerPoint and Oral Presentation**

Student must meet with Mrs. Meagher prior to June 12th for assigned business to research.

**Conduct secondary research about CSR (Corporate Social Responsibility)
After gathering secondary information, create a PowerPoint and oral presentation of the following:**

Overview

Students will use the company assigned for this project. The project will consist of secondary research, a PowerPoint and oral presentation. The project will be presented before the class. The required information for this project will be assigned as tasks by the teacher.

Task #1: Company Background/Mission Statement

Conduct secondary research about the background of the company.

Resources

Secondary research-internet

Process

Students will gather information about the company's history/background and mission statement. Specific information for task #1 to be incorporated in the PowerPoint and oral presentation is contained within Task #1 and Task #2.

Conclusion

Oral presentation using student created PowerPoint.

Task #1: Company Background/Mission Statement

Student is responsible for gathering the information which will be used in the PowerPoint and oral presentation. Conduct internet research regarding the following:

- History of the Company
 - How did it all start and by whom
- Year founded-date it was opened
- How long in business
- Type of ownership
- Mission Statement
- Principal type of business activity
 - Product/Service Business
 - Description of the major goods/services for sale
- Location of current headquarters and global locations
 - Number of branches
- If subsidiary, who is the parent company
 - What other subsidiaries does the parent company own
- Identify the company logo/trademark
- Provide a minimum of 4 interesting facts about the company not covered in above areas

Task #2: CSR - Corporate Social Responsibility

Based on the company assigned, student is responsible for gathering the information which will be used in the PowerPoint and oral presentation. Conduct internet research regarding the following:

- Minimum of 3 CSR campaigns the company has done or currently is doing. Select your 3 favorite. (The oral portion MUST BE IN DETAIL)
 - Cash Donations
 - Product/service in-kind contributions
 - Volunteer employee services
 - Environmentally social
 - Causes
- The impact of the CSR campaigns upon:
(Fact- not your opinion)
 - The employees of the company
 - The local areas where the campaign takes place
 - Economically
 - Globally if applicable
- Your thoughts and opinions about the company's CSR campaigns. (THIS would be your opinion).

Summer assignment is due upon the first day of school