

Name:

Date:

Class:

Practicing Social Responsibility

Part 1: Research and Analyze

Choose a historical case where a company lost market share due to unethical business practices. Conduct online research to learn more about the situation. Use your research to answer the following questions.

Background Information

1. What is the name of the company you researched?

Answer:

2. Where is the company's headquarters located?

Answer:

3. What is the company's mission statement?

Answer:

4. Summarize the company's history.

Answer:

5. What products or services does the company sell?

Answer:

6. Describe the company's target market.

Answer:

Ethical Dilemma

1. Describe in detail a past ethical dilemma the company has faced.

Answer:

2. What was the company's response to the situation? What actions did they take in real-life?

Answer:

3. If ethics are ignored, did the actions the company take make the business more profitable?

Answer:

4. In your opinion, what was the most ethical action the company could have taken, even if it negatively impacted profits?

Answer:

5. What happened to the company as a result of their actions?

Answer:

6. Considering what happened in this situation, would you continue to buy this company's products? Explain your reasoning.

Answer:

7. If you were the company's public relations consultant at the time, explain what you would have done in the same situation?

Answer:

8. What actions do you recommend the company take so they can be seen in a positive light?

Answer:

Part 2: Plan and Present

Now that you have completed your research and demonstrated your ability to solve ethical situations in a manner consistent with Union Trends Apparel's vision, create a one-page proposal for the CEO. This proposal should outline your suggestions for how Union Trends Apparel can build goodwill through acts of corporate social responsibility (CSR). Identify three actions you suggest the company take, with one action satisfying each of the categories listed below. Use the following as a guide to build your proposal.

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1. Identify a detailed action the company should take to satisfy social issues.

Answer:

2. Identify a detailed action the company should take to satisfy economic issues.

Answer:

3. Identify a detailed action the company should take to satisfy environmental issues.

Answer:

4. Use your technological literacy skills to develop a presentation to accompany your proposal. Consider using using pictures, designs, and color to make your proposal visually appealing. Be prepared to state your reasoning for why each action will increase Union Trends Apparel goodwill and persuade the CEO to implement your CSR plan as soon as possible.