

April 6, 202

Marketing

Lesson Objectives:

1. Define corporate social responsibility.
2. Identify 10 companies that are practicing CSR during COVID-19 pandemic.
3. Explain how 10 companies are practicing CSR in today's world.

Bell Ringer

What do you know or think corporate social responsibility is?
Just take a guess if you do not know.

What is Corporate Social Responsibility? —(CSR)

1. Go to the following [link](https://corporatefinanceinstitute.com/resources/knowledge/other/corporate-social-responsibility-csr/) and read about CSR.
<https://corporatefinanceinstitute.com/resources/knowledge/other/corporate-social-responsibility-csr/>
2. Explain, in your own words, what corporate social responsibility is.
3. What are the 4 main categories of CSR explained in the article?

How are companies responding to the —COVID-19 pandemic?

1. Now that you have an understanding of CSR, go to the following [article](#) and read it.
2. Choose 15 of the companies listed and explain what they are doing in response to the pandemic we are currently experiencing.
 - a. Explain what the company is doing.
 - b. Include which of the 4 categories of CSR do these actions fit into?

<https://www.forbes.com/sites/blakemorgan/2020/03/17/50-ways-companies-are-giving-back-during-the-corona-pandemic/#70308aaa4723>

Reflection

Go back to your bell ringer answer. Now that you know more about CSR, were you on the right path or totally off course?

DO NOT change your original answer - compare your 'before' knowledge to your 'after' knowledge.