



Marketing Unit 3: Social Responsibility

Unit Focus

Corporations bring in billions of dollars a year in revenue while providing us products to satisfy our wants and needs. Because these corporations and businesses bring a lot of money we look to them to give back to our community, the marketplace, environment, and employees. We look to them to give back because as San Antonio Spurs coach Gregg Popovich said "Because we're rich as hell and we don't need it all, and other people need it." This unit looks at how corporations are socially responsible and give back to society, with a focus on the impact their decisions have on the marketplace, community, employees, and environment. Students will analyze the actions the company takes to be construed as "window-dressing", and how those actions correlate into an increase of brand image, revenue and profits. The PBA asks students to act as a consultant for the Madison Beach Hotel and develop a comprehensive social responsibility plan that is feasible and can help achieve an increase of brand image, revenue and profits.

Stage 1: Desired Results - Key Understandings

| Standard(s) | Transfer | | |
|---|---|--|--|
| <p>Connecticut Goals and Standards <i>Marketing Education (CTE)</i></p> <ul style="list-style-type: none"> Identify ways to create positive relationships with customers to enhance a company's image. <i>M.A.2</i> Determine ways to reinforce a company's image to exhibit the company's brand promise. <i>M.A.4</i> Explain the nature of customer relationship management and how it can contribute to a company. <i>M.A.5</i> Identify ways products and services can be positioned to acquire a desired business image. <i>M.D.20</i> Describe the use of public-relations activities to communicate with targeted audiences. <i>M.E.24</i> <p>Madison Public Schools Profile of a Graduate</p> <ul style="list-style-type: none"> Inquiry: Posing, pursuing, and refining significant questions to deepen understanding about a topic or issue. (POG.1.1) Citizenship: Identify, analyze and contribute to critical issues in society in an ethical and responsible manner. (POG.5.1) | <p><i>Students will be able to independently use their learning to...</i> T1 Communicate effectively based on purpose, task, and audience using appropriate vocabulary.</p> | | |
| | Meaning | | |
| | Understanding(s) | Essential Question(s) | |
| | <p><i>Students will understand that...</i> U1 Social initiatives have a significant impact on a product's earning potential. U2 Social responsibility enhances a business's reputation - customers want and expect brands to be involved on social issues.</p> | <p><i>Students will keep considering...</i> Q1 How does a company's social responsibility increase/influence customer's willingness to do business with them? Q2 How do customers shape the moral conscience of a company? Is there a moral prerogative by a company to do something? Q3 How does a company share their vision for social responsibility? To what extent does it shape the behavior and practices of others (employees, customers, supply chain)? To what extent is their vision impacting social change?</p> | |
| | Acquisition of Knowledge and Skill | | |
| | Knowledge | Skill(s) | |
| <p><i>Students will know...</i> K1 Window-dressing is when a company is doing something to look good versus doing it to benefit society.</p> | <p><i>Students will be skilled at...</i> S1 Develop a social responsibility strategy towards employees S2 Develop a social responsibility strategy targeted at the community. S3 Develop a social responsibility strategy targeted to the marketplace. S4 Develop a social responsibility strategy directed at the environment.</p> | | |

Stage 1: Desired Results - Key Understandings

K2 Social responsibility stakeholders: Employees, community, marketplace, environment.
K3 Social responsibility strategy is a means for a company to address different social issues.

S5 Evaluate the impact of social responsibility to the brand image, the revenue, and profits.
S6 Evaluate to what extent a social responsibility action's impact is on the community, marketplace, environment, employees or if it is just "window-dressing"