**PRINCIPLES OF MARKETING PRACTICE**

**LEARNING OUTCOME 1: ACTIVITY 6**

**GROUP ACTIVITY**

**Understanding corporate social responsibility (CSR)**

**Using the Internet, research a local example of an organisation’s CSR. Make notes below and, as a group, present back to the class and each member of the group should be included in presenting back to the class.**

**Remember that this typically relates to the local area, environment or people.**

**Be prepared to discuss the strengths and weaknesses of this approach.**

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| **Organisation***Who is the organisation and what do they do?* |
| **CSR activity / programme***Describe their CSR programme - what is the aim, how do they achieve that, any outputs?* |