**STRATEGIC MARKETING**

**Learning Outcome 5: Activity 4**

**GROUP ACTIVITY**

**Evaluating CSR as a part of strategic marketing**

Individually, in class or as homework, identify an organisation which has adopted the use of Corporate Social Responsibility in order to support its brand, products, or services.

Describe how the organisation has achieved this and the impact of its stance on CSR on its marketing strategy and activities. Pay particular attention to the organisation’s segmentation, positioning and attempts at creating competitive advantage. Use the Study Guide and the Internet for research.

|  |
| --- |
|  |
|  |