

Principles of Marketing

Social Responsibility Project

1. You and your partner will come up with 2 ways to be socially responsible for all four areas (community, marketplace, environment and employees) for your selected local business. Think outside the box and keep in mind the budget of a small business and number of employees.
2. Brainstorm ways you can take that information and create a visual that represents what this company produces or matches the theme of their social responsibility. You should create a piece of art. You can use the supplies given, bring in some of your own, or visit the FabLab!



6. The project is due Friday, November 11th. You will have two class days to complete this project.

I will be looking for a minimum of 8 original social responsibility initiatives that tie into the business' mission. The visual should be creative, easily read when up close with no spelling or grammatical errors.