MARKETING FOR SOCIETY (MKT434)

Module 3 – Case Questions

1. What is the CSR Rep Trak? What is its purpose?

2. Why did the Reputation Institute omit the word “social” from its corporate responsibility language?

3. Explain how (in what ways) Lego is producing products that combine its sense of purpose and sense of corporate responsibility.

4. Explain what Stephen Hans-Griffiths means by “Creating a company that is viewed as having high corporate responsibility begins from the inside out.”

5. Why do you think *transparency* is important to corporate social responsibility?