

Corporate Social Responsibility & Marketing

Paris, 6/7/9/10 July 2015

16 contact hours / 2 ECTS credits

Corporate social responsibility (CSR), or the idea that companies can do well while doing the "right" thing, has gained enormous attention in today's business world. From disaster relief to environmentally and socially sensitive manufacturing practices, large and small companies over the world devote unprecedented efforts and resources to CSR. A key motivator of such efforts is consumer demand; a recent survey of more than 10.000 consumers in 10 countries (Cone Communications and Echo Research, 2013) reports that 81% of consumers want companies to be more socially responsible (e.g., change the way they operate to align with greater social and environmental needs). At the same time, however, companies remain largely in the dark as to how best communicate their CSR efforts to this valuable stakeholder group, the potential for a positive consumer response comingling with the fear that such communication will trigger consumers' skepticism and criticisms.

In this light, this "Corporate Social Responsibility & Marketing" course seeks to introduce students to the notion of CSR, and to help them acquire a critical perspective toward the many challenges that marketing practioners are facing with respect to CSR, and CSR communication campaigns.

Course Content

Based on theory, discussion of real-life cases and various in-class exercises, this course will cover the following topics:

- Introduction to corporate social responsibility
- The business case for CSR
- Formulating and implementing CSR initiatives
- CSR and the consumer
- CSR communication: success factors and associated risks

Learning Objectives

At the end of the course, students should be able to:

- Understand what corporate social responsibility (CSR) is
- Identify the challenges facing marketing practitioners with regards to the development, communication, and evaluation of CSR initiatives
- Take a critical stance toward companies' CSR activities and their communication
- Put theory into practice by formulating relevant recommendations and ideas to improve existing CSR communication campaigns

Assessment

Students will be evaluated based on:

- Continuous assessment: 50%
 - Active participation during the course
 - Case study discussion
- Group project (including final presentation): 50%

Bibliography:

There are no textbooks for this course. However, the following books and articles are recommended (not mandatory):

- Belz F.-M. and Peattie K. (2012), *Sustainability Marketing* (2nd edition), West Sussex, UK: John-Wiley & Sons.
- Bhattacharya CB, Sen S., and Korschun D. (2011), *Leveraging corporate responsibility*, New York: Cambridge University Press.
- Du S., Bhattacharya CB, and Sen S. (2010), "Maximizing business returns to Corporate Social Responsibility (CSR): the role of CSR communication", *International Journal of Management Reviews*, 12 (1), 8-19.
- Kotler P., Hessekiel D., and Lee N.R. (2012), *Good works! Marketing and corporate initiatives that build a better world... and the bottom Line*, Hoboken, NJ: John Wiley & Sons.