**Chapter 4**

**Class Activity 1: Profit versus CSR**

One group will identify all the obligations companies have for investors.

The other group will identify all the obligations companies have as corporate citizens.

A designated person from the group will share its answers by writing them on the board.

The class will discuss any major tensions between these types of obligations.

Specifically, the class will analyze whether these obligations can coexist.

**Class Activity 2: Social Media Public Relations**

A report on social media use by a major organization \_\_\_\_\_\_\_\_\_\_\_\_\_\_: Analyze the content of the social media site. Specifically, address how many followers the accounts have, how frequently individuals interact with the accounts (e.g. sharing/posting), and how frequently the organization posts new content on the account.

**Class Activity 3: Know Your Public**

Consider the following scenario:

Suppose a small museum hires you to do PR work for them. Although the museum is small, it contains an impressive collection of North American fossils and dinosaur bones. However, over the years, the museum’s visitation has declined sharply. The museum would like you to conduct a PR campaign to raise awareness of the museum’s collection in the local and surrounding communities.

Identify key publics that would need to be targeted for this campaign.

Also identify the various types of media (social and tradition) the campaign should target.

**Class Activity 4: Working with Journalists**

Interview a journalist about how he or she works with PR practitioners. Specifically, ask what type of pitches the journalist typically receives and how he or she interacts with PR practitioners. Also ask what is the most important thing PR practitioners should know about how journalists work.

**Case Study Discussion**

**Case Study Activity 1: What Exactly Is CSR?**

Write about how a company should identify its social responsibility. Is CSR determined by what the company does, or can it be determined by what executives in the company believe is an important societal concern? How much do publics influence what a company’s CSR should be?

**Case Study Activity 2: Balancing Profits and CSR**

Investigate a CSR campaign of a publicly traded company. Investigate its level of success using the ROPE (research/objective/plan/evaluation) model. In addition, track the stock prices and quarterly reports of the company during the CSR campaign. Have them evaluate what financial impact, if any, the CSR campaign may have had on the company.

**Case Study Activity 3: Divided Loyalties**

Consider the following:

Suppose that Coca-Cola’s CSR campaign concerning obesity was so successful that sales of Coca-Cola products dropped significantly. This resulted in a loss of profits for investors, and the low stock price caused a significant amount of bad press for the company. What should the company do? Should they continue their CSR campaign? Who is their primary public?

Each group will share its answers with the entire class. At the end of the discussion, groups need to determine one specific suggestion about what Coca-Cola should do in this hypothetical situation.