

The Web Project: An Assessment of Effective Communication of CSR

Purpose of Project

- To develop a working understanding of Corporate Social Responsibility (CSR)
- To critique web-based communication and determine its effectiveness
- To enhance ability to develop and finalize an executive report
- To enhance ability to design, create, & deliver a PPT presentation
- To improve teamwork skills in a time-constraint situation
- To improve self and peer evaluation and feedback skills

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- Faculty Preparation of Assignment
 - Identify pairs of companies in various industries
 - Develop evaluation criteria for students to use that relates to effectiveness of communication of company's commitment to CSR (rather than to CSR methods themselves)
 - Have student teams draw for pairing
- Student Engagement
 - Develop a working definition of CSR
 - Evaluate each company in their pairing according to criteria.
 - Identify best practices and make recommendations for either or both websites
- Student Deliverables
 - Develop written report plus deliver an oral PPT presentation

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Representative Company Pairings

Pfizer and GlaxoSmithKline

Dow Chemical and Dupont

P&G and SC Johnson

ExxonMobil and Shell

Nike and Timberland

GM and Ford

GE and United Technologies

Subway and McDonalds

Target and Wal-Mart

Kraft and General Mills

Dell and HP

FedEx and UPS

Coca-Cola and PepsiCo

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Project Features

- Format: consulting team reporting to firm for client
- Internal deadlines: drafts, written report, PPT, presentation
- Team dynamics: leadership, roles, and responsibilities
- Rough drafts: submitted, reviewed, returned with comments
- Feedback: REACT: Real-time Audience Critique Technology
- Technology: REACT and website analysis
- Self and peer review process: follows complete project
- Separate grades: drafts, report, presentation, self/peer review
- Corporate communication: In-depth discussion of CPR and effective audience-based communication