

SOCIAL RESPONSIBILITY ASSIGNMENT

As part of developing your personal marketing plan, you will consider and develop a vision of your own social responsibilities. First you must understand to whom you're responsible. Who are the stakeholders in your career success? Your list might include those who are impacted by your career path, including a current or future spouse, children, parents, or even the U.S. government that wants you to make enough money to pay back your student loans. Also think about places of worship, charitable causes, communities, and other entities your choices affect.

Next, consider whether a firm or school's corporate social responsibility policies matter to you when choosing where to work or study. If they do, you should think about how you can best market yourself as the type of socially responsible professional that would be of interest to a company or school committed to corporate social responsibility. Being able to connect your socially responsible activities to those of a potential employer or graduate school program can be a subtle way to differentiate yourself from those competing against you for a position.

In other words, how can your social responsibility create a sustainable competitive advantage for you as you move through your career?

Your Task: List the stakeholders in your career success. Next, list three to five social responsibilities that you consider part of your professional career, explain each, and discuss the specific actions you would like to take relative to each over the next 5-10 years as you consider your stakeholder group.