

**COVENANT UNIVERSITY
NIGERIA**

*TUTORIAL KIT
OMEGA SEMESTER*

**PROGRAMME: MASS
COMMUNICATION**

COURSE: PRE 323

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PRE323: CORPORATE SOCIAL RESPONSIBILITY AND BUSINESS ETHICS

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1. What is CSR?
2. Give two names that are related to CSR?
3. Discuss two arguments for CSR
4. Discuss two arguments against PR
5. Explain four areas of CSR
6. What is Business Ethics?
7. What are the relationship between CSR and Business ethics?
8. What are the similarities between PR and CSR
9. Discuss the different stages involved in conducting a CSR assessment
10. How do you develop a CSR strategy for business sustainability?
11. How do you engage stakeholders in CSR for business ethics
12. Discuss two theories in relation to PR practice
13. Explain four parameters for engaging in PR practice.
14. Discuss four pyramids in CSR practice
15. Give four relationship between CSR and other promotional activities