

An Example of a Student Paper about CSR / Corporate Social Responsibility

This is a very good paper but it is not perfect. It received a grade of B+.

Prudential Financial Inc.

Today, it is vital for senior-level managers to lead their companies to excel in Corporate Social Responsibility (CSR). In simple terms, CSR is how a company strives to improve society, the environment, and more. This would include any significant business programs that are put in place by corporations to improve the lives of others. One company that does this especially well is an insurance company by the name of Prudential Financial, Inc. Prudential provides insurance and investment management to retail and institutional consumers throughout the United States and over forty other countries.

Prudential Financial continuously strives to strengthen communities and solve social issues around the globe. The Prudential Foundation was founded in 1977, and since then, the organization has been working to find some type of financial security for everyone. Within their mission statement, they declare that they have strong sense of social responsibility which guides their efforts to help people now and in future generations. This business gives off the sense that they solely desire to promote the welfare of others by generously donating money to charitable causes. Since its founding in 1875, the business has invested over \$2.5 billion in several different impact assets

Instructor removed several paragraphs that identified various stakeholder groups and how Prudential Financial has served them over the years.

STUDENT INSIGHT

All members of this student team agree that having an extensive and well-planned out and executed CSR program not only helps the various stakeholder groups being served but also

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gives the corporation a positive image. Sophie observed that Prudential publicizes its community efforts via its social media accounts and this may even lead to consumers having a more positive brand image of the company. Patrick speculated that the free publicity about its CSR endeavors, generated by the company's press releases, website, and social media, is probably worth hundreds of millions of dollars in terms of advertising dollars. Julie suggested that the company should consider adding some of its CSR programs to its advertisements. For instance, many companies will add "A Proud Sponsor of ..." to publicize their CSR programs.

Instructor removed additional information.

Work Cited

The students listed 10 sources – all mainstream business media sources except for the company website. The nine other sources were acceptable according to the project requirements. The company website was not accepted. Review Performing Research information in the project folder.

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