Description The whole paper is a literature review asking the question of 'How effective is corporate social marketing?'. The paper is critical and analytical not descriptive and needs to be balanced. The use of academic literature must be used (journal articles, some books, working papers, student theses, conference or workshop papers). The structure of the paper is: - Abstract - Contents page - Introduction = Statement of topic, Importance of topic, Brief overview of topic including key definitions if needed, Methodology of review, Structure of review and justification of themes chosen, Link to next section. (1000 words approx.) - Main body ( 3 themes and a model)= Introduction to theme, incl. importance of theme, Structure of subsection, Discussion of any subthemes,Table(s) listing key studies, Model of key variables discussed in theme literature, Discussion of methodology if not treated separately, Summary/conclusions, Link to next section. (4000 words approx) - Implications for Practice = A list of the implications of your analysis for managerial and/or policy practice, Supported, justified and (briefly) discussed, The structure and format suggested in the online briefing note (attached) (1000 words approx) - Conclusions = Brief summary of themes and methods, Model or framework if using, Key strengths and weaknesses of the literature, Gaps in the literature and areas for further research (NB may be methodological)Closing statement on topic (1000 words approx) - Reference List Critical Appraisal of Literature: -Aim to build the reader’s confidence in your findings. Demonstrate that the work is built on firm foundations. Perspiration then inspiration. -Organise & analyse - do not just list or summarise on an author-by-author basis. --Identify common themes and issues, and organise the review around them. -Identify different perspectives on the themes. Focus on debates, contradictions, differences. [High dissensus topic]. -Alternatively, trace how knowledge has developed over time. [High consensus topic]. -Themes may be: Conceptual (i.e. thematic sub-topics) Geographical (if different research questions, approaches and sub-topics obtain in different geographical areas) Historical (if the approach to the topic has changed over time and there is analytical merit in making this your organising framework) Any other approach agreed with your supervisor. -Themes must be: Justified, presented in relation one to another, and coherent