Description

Use standard essay format and must have at least 3 paragraphs (ie Intro, body and conclusion).

Responses must be double spaced using Times New Roman and 12 point type size.

Use A.P.A. style. Use citations throughout the paper.

I do not have a copy of the textbook.

Please ONLY reference
Introduction to Strategic Public Relations: Digital, Global, and Socially Responsible Communication
Janis Teruggi Page, Lawrence J. Parnell, 2019
Sage

ISBN.13: 978-1-506-35803-1

Pick ONE of the following essay topics:
1. Differentiate between strategic and responsive corporate social responsibility. Include a fictional or real example of each.

2. Examine the role of PR during a merger or acquisition. What are the PR decisions, activities, and messages that can improve the success of such business transactions?

3. Please read Social Responsibility Case Study: Hertz Moves Its Corporate Headquarters, on pages 321-322 of the text and answer the following: How did the Hertz corporation benefit from the employment of issues management in relocating its corporate headquarters?