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?