**Introduction to Ethics (PHIL101-1701A-01)**

**Unit 2 IP**

**Due Date:  Sun January 22**

**Points Possible:  100**

**Deliverable Length:  400–600 words**

Review the following cases:

* [**Case 1**](http://www.businesstoday.in/magazine/lbs-case-study/toms-shoes-shoes-for-free-cause-marketing-strategy-case-study/story/219444.html)
* [**Case 2**](http://www.theguardian.com/lifeandstyle/2009/feb/24/patagonia-ethical-outdoor-clothing-interview)

After you have reviewed the cases above, write an essay that addresses the following:

* Define *social responsibility*.
* What are the similarities and differences between both companies regarding their corporate social responsibility efforts?
* What positive strides are both companies trying to make with their corporate social responsibility efforts?
* Do you feel that the companies are doing enough with their corporate social responsibility efforts?
  + If you answer “yes,” then what should they continue to do, and why?
  + If you answer “no,” then what should they do differently, and why?
* Apply the corporate social responsibility concept when you respond.

A minimum of 1 reference should be used to reinforce your thoughts. Be sure to include it both as an in-text citation and on your reference page.

Also, use 12-point font and 1” margins.