
Risks and benefits of

Texas Instruments'

diversity habits in hiring and marketing

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Instructions

1. **For each page, synthesize your research and write in complete sentences in essay format using 14pt type.**
 - a. Write about topics/questions provided in the **Notes** below each page.
 - b. Add additional pages if you need more room.
 - c. If an area doesn't seem to fit your topic, then broaden your research to include similar issues.
 - i. When in doubt, write the instructor for clarification using the Canvas Inbox.
 - d. Cite sources by using hyperlinks in the [Titles of the Articles](#) and [Titles of Laws](#). See the examples on the [Writing Requirements](#) page.
2. **Add at least one piece of media that provides additional information:**
 - a. Using the Insert menu above, add a video, chart, infographic, or diagram to support what you're writing about (not logos).
 - b. Cite media with copyright statements: [© year Owner Name](#).
 - c. Hyperlink the copyright statement so we can view to the movie in a new tab.
(Google PDF files do not allow viewing of the movie.)
3. **Add all sources to the Bibliography page.**
 - a. Include author, title, publisher, date, and URL.

General Description

Texas Instruments' Products and Services

Texas Instruments is a company that designs and manufactures semiconductors. Based on their webpage titled "[Products](#)", their main focus is on "developing analog chips and embedded processors," containing "more than 80% of [their company's] revenue." Pretty much all of the electronic devices in our societies today require at least "an analog chip and most require an embedded processor," showcasing its importance.

Texas Instruments also produces "technology and education technology products," such as most calculators that are used by students today.

According to Texas Instruments "[Manufacturing](#)" web page, their goal with manufacturing their products, is "zero wasted resources," in order to more efficient in helping with reducing "greenhouse gases and air emissions, energy consumption and water use and waste" while being as or even more productive and efficient with creating and producing their products.

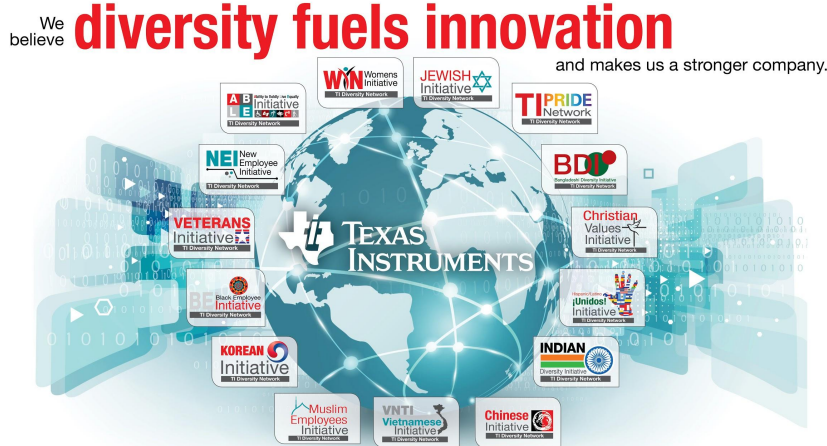
Texas Instruments' Customer Demographics

Texas Instruments customer demographics involve at least some activity within the automotive, communications, enterprise systems, industrial, and personal electronics businesses and applications throughout the market, based off the information listed out on their "[Applications & Designs](#)" webpage on their website.

Diversity Statements

Texas Instruments does have a diversity statement on their website. Their [Diversity and Inclusion](#) statement reads the following:

“Our goal is to provide an environment at TI where every person can thrive. We want our employees - no matter their backgrounds, work-styles, ideas or differences - to feel empowered to be who they are, and do their best work. The TI Diversity Network brings together more than a dozen employee-led networks - open to all Tiers.”



Texas Instruments' diversity and inclusion statement appears to be a part of their business strategy. Based off their visual figure that is posted just below their diversity and inclusion statement, which reads the following:

“We believe diversity fuels innovation and makes us a stronger company”

Further promoting their vision of a their business as a whole because of what they stated they believe in of diversity.

Actual Diversity

Texas Instruments' Various Teams, such as...

- Board of Directors
 - Executive Management
 - Production
 - Marketing
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- Percentage of employees that are minority or international
 - Description of each team's general culture, race, gender, age, class

Innovation and development of what they create is big for Texas Instruments.

Recruiting & Hiring Laws

Texas Instruments' Job Recruiting Descriptions

- Standard Disclaimers and Notices of Laws
 - Seen in job postings
 - Do they encourage diverse groups to apply?
- Description of main concepts and acts found in the Texas Instruments' materials

Within Texas Instruments' web page "[Career Development](#)," which plays a part in regards to applying and working for their company, they promote that they "invest in you". They provide program that tailor your needs and that challenge you to become the best you can potentially be, while being a part of their company.

They do encourage diverse groups to apply, because everyone has something special to contribute, especially with an innovative group of individuals of Texas Instruments. Described in Texas Instruments' "[Diversity and Inclusion](#)" flipbook, no matter what your background is, you are important to them, and they try their best to show that, by their great descriptions in what they believe in, and what they offer and do as a company, upholding the achievements they have accomplished also with what they have been though as a whole.

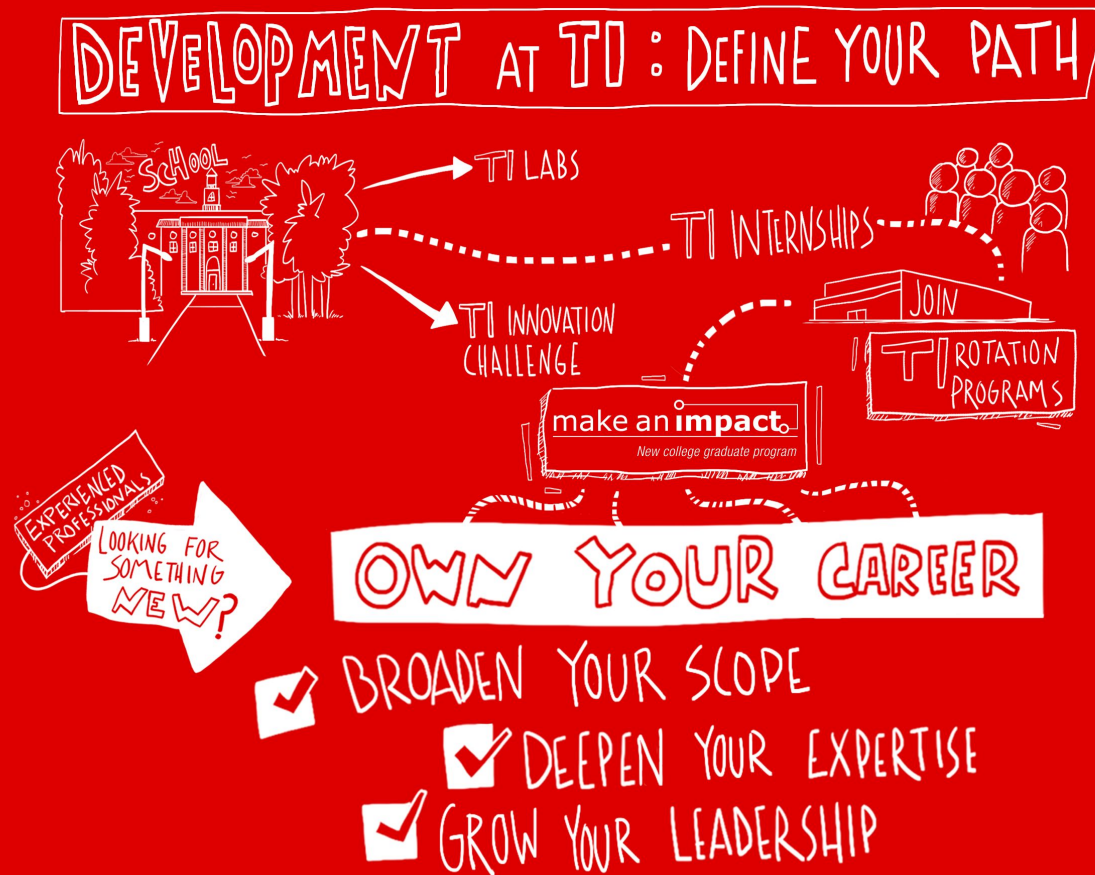
Marketing & Advertising

Texas Instruments' Advertisements
(in print, online, or in video media)

- Description of their use of their advertising strategies

YOU are important!

Media Advertisement



The image posted on Texas Instruments web page "[Career Development](#)", showcases the idea of setting and creating your own career path within their company.

It lacks very little stereotypical messages within the image, but it does tailor more to the idea that one has a great experience in school, which can stereotype a bit to the class aspect. There is a hint of segregation there with that idea, in order to start a career within Texas Instruments, having the access and privilege to go through higher education is preferred.

Data Mining

- How Texas Instruments learns about their customer's demographics and purchasing habits
 - Describe advertising concepts

Texas Instruments learns about their customer's demographics and purchasing habits through research and popularity of the wide range of technology that is currently being developed within our societies today and future planning of the future. Technology is continually growing and improving.




This company earned a thumbs up!

Texas Instruments understands the importance of diversity and inclusion within their daily work environments, in order to produce and friendly, productive, and innovative workplace for all of their employees, which also promotes a positive business overall.

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