**CIS-1170 – Social Action Project Assignment**

February 2015

**Assignment** – This is an individual assignment in which you will draft a social action project that could be conducted by an existing company or your upcoming business (business plan project). You will develop a social action project for the company that will promote corporate citizenship within that company’s market. Your project idea must contain the following: **/5**

* The name and/or division of the business performing the project
* A comprehensive outline of your social action project that answers the following questions:
  + Who benefits and how?
  + Why would the specified company lead this project?
  + What is the connection between said company and this social action?
  + Will the public support this social action (in other words, will the public be turned on by this action)?
* A schedule and budget of the social action project (general)
* An HR plan for the project’s execution

This assignment should be no longer than **one page**. It should look professional as though you are bringing it forward at a company meeting and should include the following sections/headings/subheadings:

* Assignment title, student name, and course number
* Company name, description, and background
* Project description (including the above elements)
* Project execution plan

**Of course, all writing should be grammatically correct!**

I encourage you to be creative (not ridiculous), concise, and professional.

**Due Monday, February 9, 2015**