**DISCUSSION QUESTION 1-1**

MG641 Marketing Management

**Lesson 1: Marketing, A Macro Perspective**

Upon completion of the Required Readings, write a thorough, well-planned narrative answer to the following discussion question. Rely on your Required Readings and the Lecture and Research Update for specific information to answer the discussion question, but turn to your original thoughts when asked to apply, evaluate, analyze, or synthesize the information. Your Discussion Question response should be both grammatically and mechanically correct, and formatted in the same fashion as the question itself. If there is a Part A, your response should identify a Part A, etc. In addition, you must appropriately cite all resources used in your responses and document in a bibliography using APA style.

**Discussion Question 1 (50 points)**

Some companies have built a business model on social responsibility. Some see “social responsibility” as a need component for marketing in the future. Specifically, knowing what you now know about consumer-buying behavior, is “socially responsible” a determinant for future success, or just a trend? State the opposing arguments to social responsibility being a determinant for marketing success or a trend; compare and contrast these arguments in terms of benefits and detrimental effects on individuals, businesses, and the societies or nations in which they function. Finally, evaluate the arguments, supporting your stance for one argument over the other. (50 points) (A 2-page response is required.)

**Grading Rubric**

*Please refer to the rubric on the following page for the grading criteria for this assignment.*

