MKT101 Topic 11 Worksheet 1

Case Study Questions

Your Task

Read the case study, *One for One: The Art of Giving at TOMS* in your prescribed textbook, pages 78-79.

Answer the following questions with your group. Be prepared to discuss your answers with the class.

1. Discuss TOMS’ ethical foundation and its approach to social marketing and corporate social responsibility. Do you think TOMS One for One® model differentiates it from other shoe brands in the industry?

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1. Given the increasing trend towards ethical consumerism or conscientious consumption, how would consumers evaluate TOMS’ ethical supply chain and charitable causes as part of its decision making?

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1. Considering the viewpoints of the critics regarding TOMS’ model, discuss its pros and cons. What type of sustainable charitable causes can TOMS pursue to attract more customers to its social marketing efforts?

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