**NAME: ………………………………………………………………………………………**

**PR, CORPORATE IDENTITY VERSUS CORPORATE IMAGE**

**ACTIVITY/TASK**

|  |  |
| --- | --- |
|  | **FILL IN ONE EXAMPLE (TEXT + PICTURES)** |
| CSR (Corporate Social Responsibility) |  |
| CRM  (Cause related marketing) |  |
| Whitewashing |  |
| Lobbying |  |