

Chapter 15 Podcast Assignment

Due Friday of Week 16

100 points

Purpose: The purpose of this assignment is to learn about the Corporate Social Responsibility.

- | **Skills:** As a result of completing this assignment, you will practice written communication. Access and collect the needed information from appropriate primary sources to support your review of CSR today in the hospitality industry.
- | **Knowledge:** Students will gain knowledge of corporate social responsibility (CSR) in the hospitality industry.

Task: In order to complete this assignment, you will execute the following.

Read Chapter 15 and the assigned readings for CSR posted in Week 16 module

Listen or watch the CSR podcasts and videos posted in Week 16 module

- Find a minimum of 2 additional articles, podcasts, or videos (other than those assigned as additional readings) regarding Corporate social responsibility in the hospitality industry.
 - The article you choose must be at least two pages long and must relate to the hospitality industry.
 - The article you choose must be published after 2012.
 - The videos or podcasts need to relate to CSR or sustainability and published after 2010.

There are two ways to complete this assignment:

- **Create a 3 to 4-minute podcast or video covering CSR today in the hospitality industry.**
 - **Be sure to describe the: How, what, where, and why of CSR today in the hospitality industry.**
 - **Cite source: author and year within the podcast.**
 - **Submit the outline you spoke from and your reference list. Cite your references in APA style.** If you listened to other podcasts in your research– be sure to include the link to them in your reference list.
 - The podcast length should be **3-4 minutes**. I will listen to longer, but wanted to give you a frame of reference for the assignment.
 - **Podcast:** You can save your recording as a MP4 and upload to youtube. If you upload to youtube – you have to make it available for me to access. Once I have graded it, you may remove it if you want. Or you can record within powerpoint on each slide, saved as an mp4 file and upload to youtube. You shouldn't attach a ppt file with audio directly to canvas as this may be too large of file.
- **Type up this assignment – the word count should be between 2000-2500 words.**
 - **Be sure to describe the: How, what, where, and why of CSR today in the hospitality industry.**
 - **Cite sources within your paper.**

Question: How do I do a podcast?

I am listing a few resources here:

Using an Iphone <http://ios.wonderhowto.com/how-to/record-edit-upload-your-own-podcasts-using-your-iphone-0158693/>

- Youtube video I created using Iphone and Imovie:
<https://www.youtube.com/watch?v=CtnMH4WPrFI>

Audacity (I use this. Files save as an .aud file unless you export as an mp3 which is what you will want to use. The first time you export you need to also download LAME. Easy to do.)

<http://www.audacityteam.org/download>

- See powerpoint file I created to attach mp3 file and reference list.
- I also saved it as an MP4 file and uploaded to youtube. <https://youtu.be/yxUEKOdG7L0>

Criteria for Success: A successful assignment will have the following characteristics:

- A critical review of CSR today in the hospitality industry.
- You cite at least **two** additional references.
 - The textbook is not an additional reference.
 - Sources will be cited the end of your discussion using APA format.
- Proper grammar, spelling, and professional language are used.
- Late assignments are not accepted.
- Name your file: **last name_ch13podcast.doc** or **lastname_ch13podcast.docx** (For example my file would be named sammons_ch13podcast.docx). Or last name_ch13podcast.ppt if submitting powerpoint file.