Corporate Advertising Goals:
1. Enhancement of the company’s reputation.
2. Support for products and services.
4. Advocacy of a position or issue, and public communication of the company’s social and environmental actions.

Good Corporate Advertising
1. Good corporate ad should educate the public/audiences.
2. Good corporate ad should be *Legal *Honest *Truthful

Steps in Creating Corporate Advertising Campaign
- Determine the advertising objectives
- Make creative decisions
- Make media decisions
- Evaluate the campaign

Corporate Social Responsibility
The Theory says; Do CSR out of profit.
The Practice indicates; Make profit out of CSR.