**Stage 2 Geography**

**Assessment Type 1: Geographical Skills and Applications**

**Globalisation**

**Purpose**

Examine the influence of global brands and branding through an in-depth investigation of one global company. Analyse the impact of globalisation in host countries and the sustainability of production and marketing.

**Assessment Description**

* Select a global company that has a well-recognised brand.
* Undertake background research on the company including:
  + its country of origin and history of the brand
  + marketing and brand labelling
  + local, national and online presence
  + global distribution
  + manufacturing and pricing – where is the product made and are there global price variations?
* Investigate and analyse the social, economic, environmental, and political impacts of the brand on local communities in the host country and other countries.
* Analyse and evaluate the sustainability of the brand and the marketing – e.g. fair trading, manufacturing, treatment of workers.

**Assessment Conditions**

* Create an illustrated A3 broadsheet highlighting your:
  + background research
  + analysis of the social, economic, environmental, and political impacts of the brand
  + analysis and evaluation of the sustainability of the brand.

* Your broadsheet should be to a maximum of 1000 words and contain graphics and appropriate maps.

The specific features being assessed are:

KU2 Knowledge and understanding of **environmental, social, and economic change**.

AE2 Analysis and evaluation of information to determine possible outcomes and make justifiable and ethical recommendations, form conclusions, and solve problems.

Ap2 Communication of geographical information and findings, using subject-specific terminology and visual representations.

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| - | Knowledge and Understanding | Analysis and Evaluation | Application |
| A | Comprehensive knowledge and understanding of geographical concepts.  Comprehensive knowledge and understanding of environmental, social, and economic change. | Insightful analysis of the complex interactions between, and interdependence of, people and environmental, social, and/or economic factors.  Comprehensive analysis and evaluation of information to determine possible outcomes, make justifiable and ethical recommendations, and/or form conclusions, and/or solve problems. | Purposeful and sophisticated application and/or evaluation of a variety of geographical and fieldwork skills, including the use of spatial technologies, to identify and examine complex geographical issues.  Clear and coherent communication of relevant geographical information and findings, using appropriate subject-specific terminology and visual representations. |
| B | Well-considered knowledge and informed understanding of geographical concepts.  Well-considered knowledge and informed understanding of environmental, social, and economic change. | Thoughtful analysis of the complex interactions between, and interdependence of, people and environmental, social, and/or economic factors.  Detailed and well-considered analysis and evaluation of information to determine possible outcomes, make justifiable and ethical recommendations, and/or form conclusions, and/or solve problems. | Well-considered application and/or evaluation of different geographical and fieldwork skills, including the use of spatial technologies, to identify and examine geographical issues.  Clear communication of relevant geographical information and findings, using appropriate subject-specific terminology and visual representations. |
| C | Considered knowledge and informed understanding of geographical concepts.  Considered knowledge and informed understanding of environmental, social, and economic change. | Considered analysis of aspects of the complex interactions between, and interdependence of, people and environmental, social, and/or economic factors.  Considered analysis and some evaluation of information to determine possible outcomes, make recommendations with some ethical considerations, and/or form conclusions, and/or attempt to solve problems. | Competent application and/or evaluation of geographical and fieldwork skills, including the use of spatial technologies, to identify and examine geographical issues.  Competent communication of generally relevant geographical information and findings, using mostly appropriate subject-specific terminology and visual representations. |
| D | Recognition and basic understanding of some geographical concepts.  Basic awareness and some understanding of aspects of environmental, social, and/or economic change. | Superficial consideration of an aspect or aspects of the basic interactions between, and interdependence of, people and the environmental, social, or economic factors.  Superficial consideration of information to describe possible outcomes and recommendations. | Some basic application and/or evaluation of some geographical and fieldwork skills, which may include the use of spatial technologies.  Basic communication of some geographical information and findings, using occasional subject-specific terminology and visual representations. |
| E | Identification of one or more geographical concepts.  Emerging awareness of aspects of environmental, social, and/or economic change. | Limited recognition and description of the basic interactions between people and the environment.  Description of information linked to a possible outcome or recommendation. | Limited application and/or evaluation of geographical and fieldwork skills.  Attempted communication of geographical information and findings, with limited use of subject-specific terminology or visual representations. |