**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.