

Y12 Geography

Instructions for week beginning 18.06.2020

This week you would have three lessons of Human Geography, you will also be set an assessment question this week for submission.

This week all of the tasks that you need to complete are set out in the document below. Either you can print this document out or you can complete the activities (and make notes) on lined paper and then add them to your folder.

Please ensure all work that you are completing is dated and added to your folder, as we will need to review this when we return to school.

Global marketing

Increasingly, many commercial activities have become globalised. This is especially the case where transport and communications links are good. The food industry is global, as are tourism, entertainment, energy and the clothing industry to name a few. Nevertheless, although some products are global- Coca Cola and McDonalds, for example – in many cases there are local variations.

Globalisation aims at worldwide market. In contrast, **glocalisation** aims to produce a good that is adapted to a local market. This can vary from the type of cars produced of fast food products (McBurritoos in Mexico, chicken, beef and rice wraps in China).

Case Study

Walmart and Adaptation to Globalisation



Provide an overview how Walmart has adapted to globalisation

Walmart in China

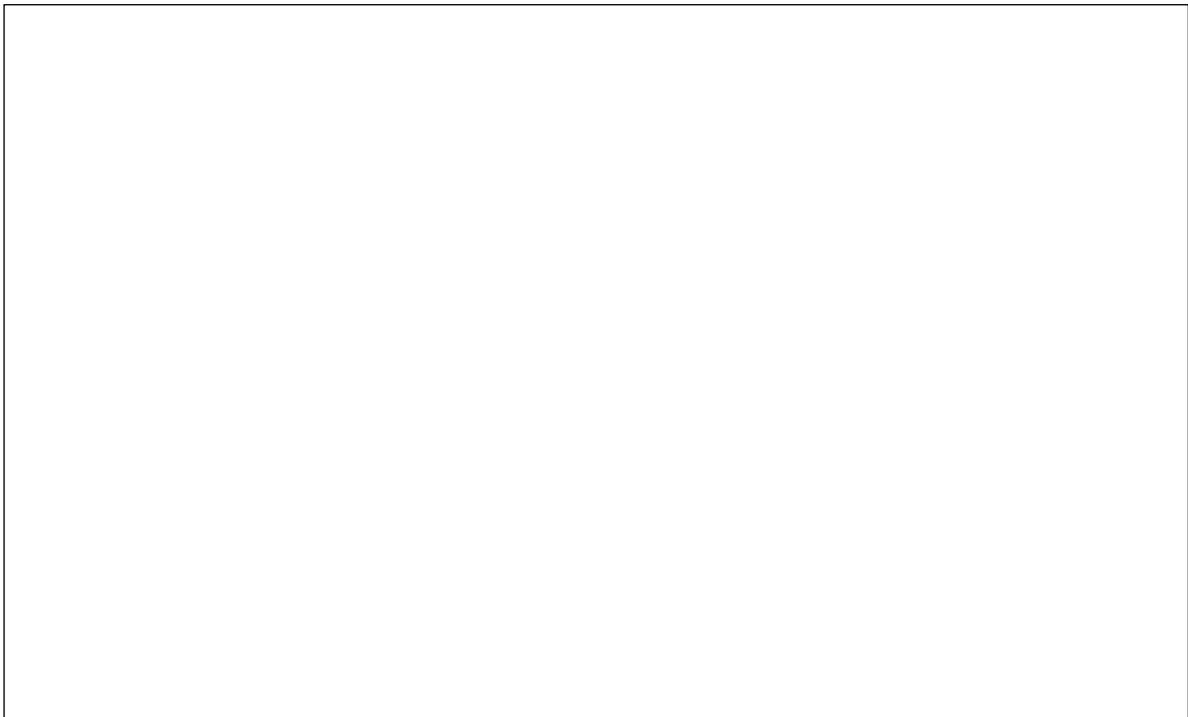
Walmart in Germany



Comment on the likely advantages for China in allowing Walmart to operate there.

Advantages and Disadvantages of Globalisation

Create a mind map below covering the impacts of globalisation – advantages and disadvantages.



Global Systems

World systems analysis is identified with Immanuel Wallerstein, author of *The Modern World-System*, and is a way of looking at economic, social and political development. It treats the whole world as a single unit, meaning that it examines the interrelationships between different sets of countries. Any analysis of development must be seen as part of the overall capitalist world economy, not adopting a country by country approach. Wallerstein argued that an approach that looked at individual countries in isolation was too simplistic and suffered from developmentalism. The developmentalism school assumed that:

- Each country was economically and politically free
- All countries follow the same route to development

As such, they were ethnocentric, believing that what happened in North America and Europe was best and would automatically happen elsewhere.

According to Wallerstein, the capitalist world system has three main characteristics:

- A global market
- Many countries, which allow political and economic competition
- Three tiers of countries



The tiers are defined as:

- **The core:** largely higher income countries
- **The Semi-periphery:** a political label that refers to those countries where there are class struggles and social change, such as Latin America in the 1980s and eastern Europe in the late 1980s and early 1990s

- **The periphery:** identified with lower income countries

Development indicator	Core		Semi-periphery		Periphery	
	USA	UK	China	India	Afghanistan	DR Congo
GNP/capita (\$)	54600	39500	12900	5900	1900	700
Economic growth (%)	2.4	2.6	7.4	7.2	1.5	9.1
Population growth (%)	0.78	0.54	0.45	1.22	2.32	2.45
Infant mortality rate (‰)	5.87	4.38	12.44	41.81	115.08	71.47
Internet users/100 people	84.2	89.8	45.8	15.1	5.9	2.2
Doctors/1000 people	2.45	2.81	1.49	0.7	0.27	0.03
Population below poverty line (%)	15.1	15.0	6.1	29.8	36	63

Table 7.3 Development data for selected core, semi-periphery and periphery countries.

Comment on key differences between the development data

Unequal Power Relations

Unequal power relations enable some countries to drive global systems to their own advantage and to directly influence geopolitical events, while others are only able to respond or resist in a more constrained way. Examples of this are Chinese expansion in the South China Sea and the Yamal Mega project in Siberia.

Chinese Expansion in the South China Sea

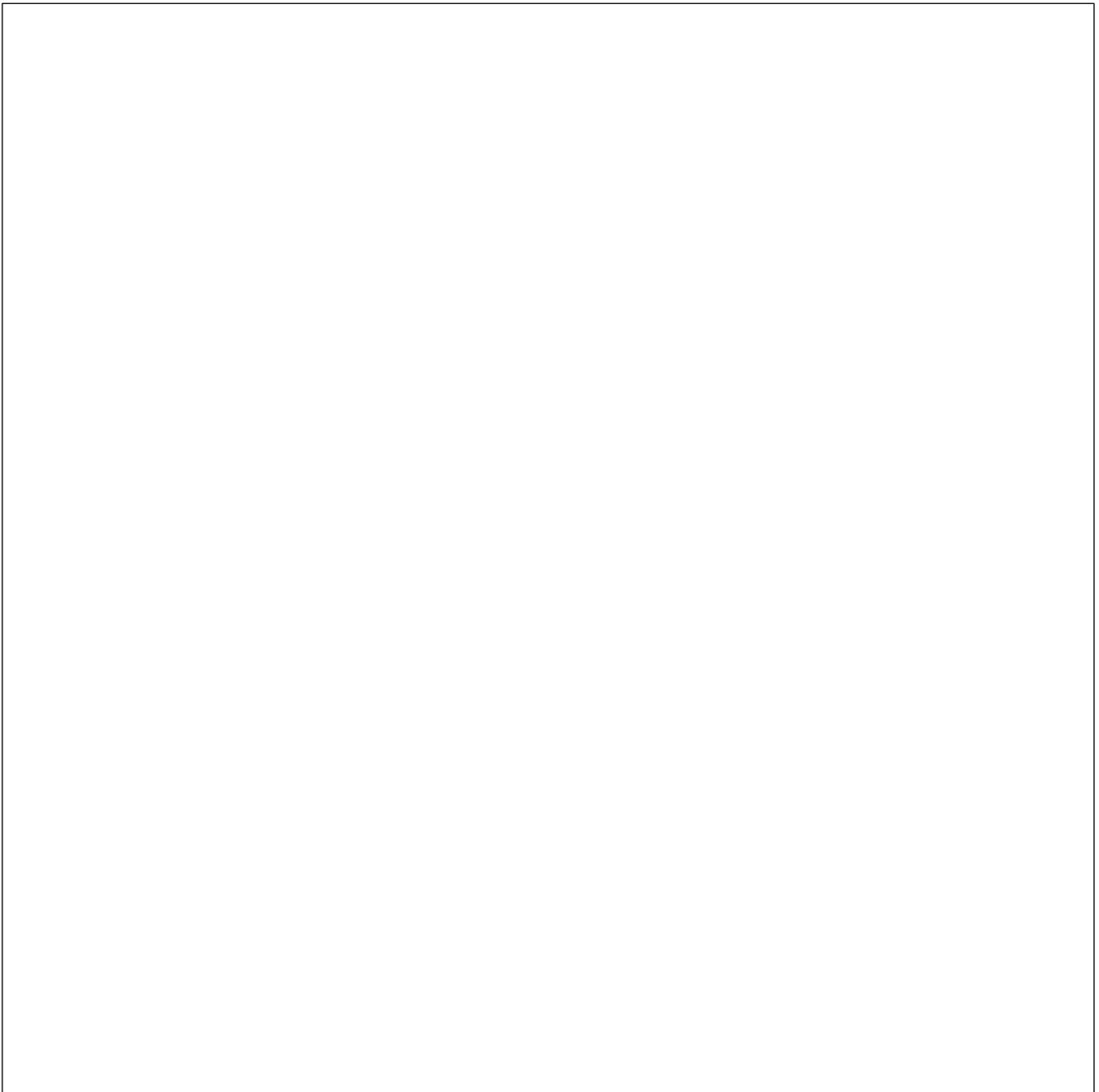


Figure 7.14 Geopolitical conflict in the South China Sea.

The Yamal megaproject: an example of unequal power within a country
independently research and complete a case study on the Yamal project



Location map of case study



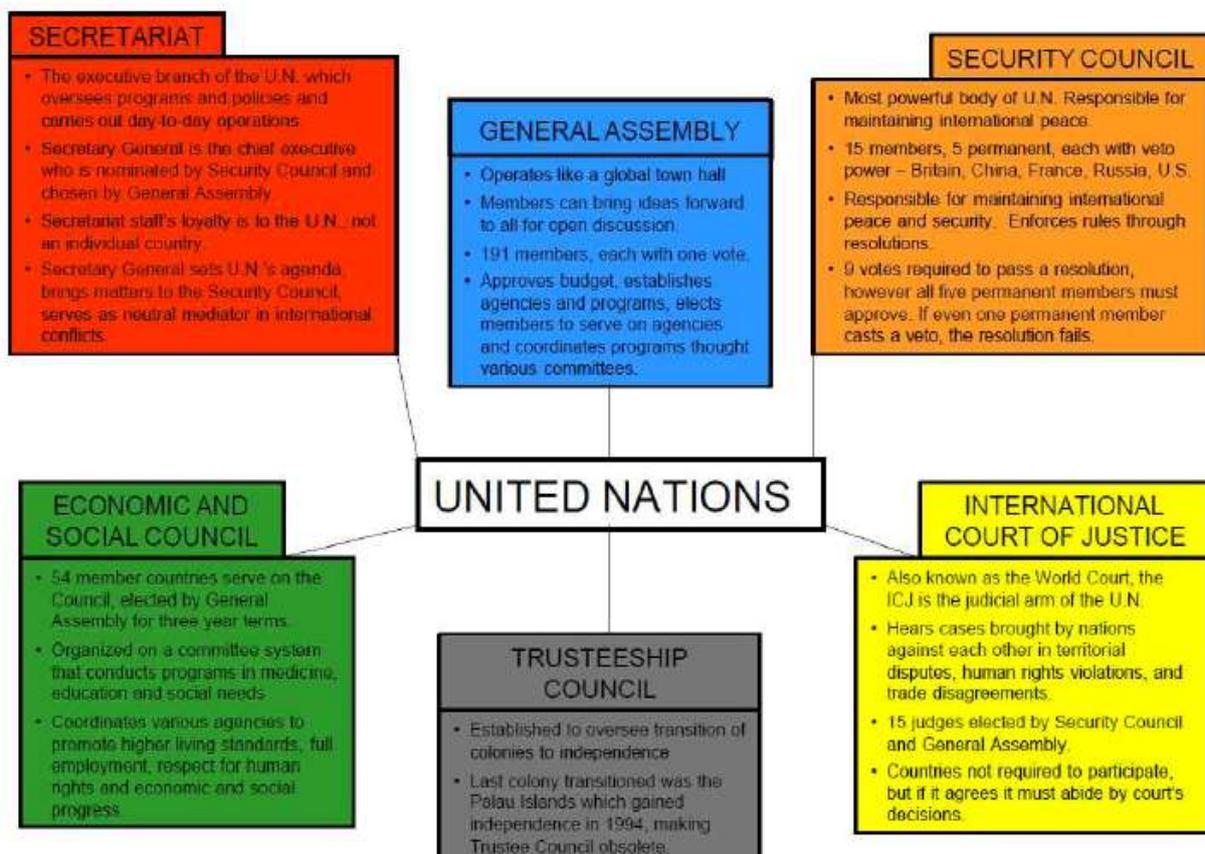
International Trade and Access to Markets

Trends in the volume and pattern of international trade and investment

Globalisation is neither inevitable nor irreversible. Technology, especially transport and communications, has been the main driver of global economic integration over the past 200 years. Most of the 19th century and the early years of the 20th century produced the first great globalisation. Between 1914 and 1945, however, a period of dramatic 'de-globalisation' took place, during which the two world wars and the Great depression resulted in many countries adopting more protectionist policies.

After the Second World War, globalisation resurfaced with the formation of the United Nations, the IMF, the World Bank and the GATT (later the WTO). These institutions were established to keep the peace and reduce economic nationalism.

International trade has grown tremendously over the last 30 years. The value of world merchandise trade increased by more than 7% per year on average between 1980 and 2011, reaching a peak of \$18 trillion in 2013. Trade in commercial services grew at about 8% per year on average, accounting for \$4 trillion in 2011. Since 1980, world trade has grown on average nearly twice as fast





A TNC case study and perfect example of the power of Global Marketing

The background:

Coke focuses on:

Coke's geographical expansion started in the 1980s by

It then expanded to
This went smoothly because

In order to widen its base Coke focused on stakeholders such as:

This was an excellent marketing strategy because

The effect of WWII on coke sales:

The Coca-Cola system:

Proof that Coca Cola's systems and strategy are working:

Marketing in the 2000s was different because

How the company meets the needs of a range of consumers:

KEYWORD:
FRANCHISE -



Impact of Coca-Cola on host countries

Water pollution (e.g. Kerala, South India 2004)	Massive employment opportunities directly and indirectly in related industries	Initiates sustainable agricultural schemes e.g. constructing rainwater harvesting system at tea suppliers in China	Workers encouraged to abandon union membership in some LICs e.g. Guatemala	Long hours for little pay (in poor working conditions in some bottling plants)	Vulnerability of bottling plants to the effects of top-down decision-making in 'remote' Atlanta (The HQ of Coca-Cola)
Franchise operation means that many local bottlers profit from sale which supports the local economy directly and indirectly	Replenishes the water it uses by funding local projects to protect watersheds	Millions have been spent countering the links to obesity; Coca Cola spent \$4.86million setting up the European Hydration Institute that recommended people consume sports and soft drinks	Investment in new plants in expanding markets such as Asia and North Africa e.g. US\$90million R&D centre in Shanghai	Pesticide residue identified in some Coca Cola products e.g. the Centre for Science and Environment found that Coke contained 30 times the amount of pesticide residue considered acceptable by the EU	Investment in new markets drive economic growth (US\$2billion investment in India since 2011)
The Coca-Cola foundation awards grants to companies around the world (e.g. Andana in India which supports social development and environmental sustainability)	Harsh working conditions in some bottling plants	Training and education programmes e.g. a global commitment to enable empowerment of 5 million female entrepreneurs by 2020 – the 5by20 programme	Uses marketing network to increase awareness of recycling and distribution network for disaster relief	Majority of profits are returned to shareholders in the USA	Exhaustion of local water supplies (in 2012 Coca-Cola used more water than around 25% of the world's population)

Assessment

These questions will also be uploaded to teams, please complete them and upload your answers onto teams.

The deadline for this assessment is Friday 22nd May 2020

- 1. From the examples below, using two of the factors explain how each has contributed to the process of globalisation. (9 marks)**
Technology, communications, economic and financial, TNCs, transport, trade agreements, political, management and labour
- 2. Explain how Aid can be an importance source of financial support for poor countries (4 marks)**
- 3. Outline the role of the International Monetary Fund in promoting stability, cooperation and development (4 marks)**
- 4. Evaluate how useful remittance payments are as a form of income in developing countries (6 marks)**