



# Geography

**Summer Independent Learning  
Year 12- 13  
Summer 2021.**

## Part 1- NEA

The geography non-exam assessment (**NEA**) for the AQA specification is an independent investigation. It is worth 20% of your overall A Level grade and is a compulsory element of the course. You have started to plan your NEA completing an Introduction, literature review and methodology during the summer term at college.

Over the summer you are expected to **collect data** for your investigation by conducting **both primary and secondary research** for your approved title. The collection of data can be undertaken at any point during the summer period although it is advised that you complete the data collection sooner rather than later to ensure that you have adequate time to complete your planned methods and if necessary, the opportunity to go back and collect further data if needed. Below of is a checklist of tasks that you need to complete ready for your first week back in college at the start of the Autumn term.

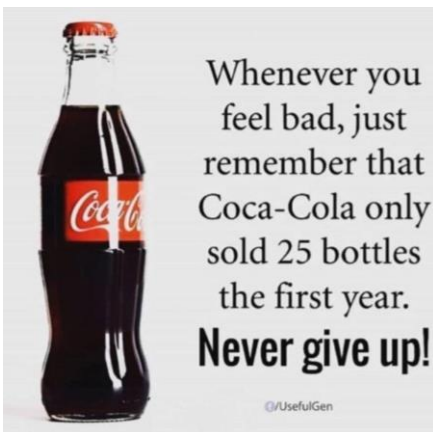
<p>Area 1- Introduction (10 marks)</p>	<ol style="list-style-type: none"> <li>1. Clearly outline your research question (Hypothesis)</li> <li>2. Break down the research question into sub-questions.</li> <li>3. Define the key words within your investigation title.</li> <li>4. Say why you have chosen this investigation title: <ul style="list-style-type: none"> <li>• Link your investigation title to a geographical theory/ concept.</li> <li>• Explain the links of your question to the specification – be specific.</li> <li>• Explain why your chosen location was ideal for your investigation (Time, Distance, Land use, Geographical context/setting).</li> <li>• Say what you might expect to find out during your investigation.</li> </ul> </li> <li>5. Include (scaled with north arrow) maps of the UK to show where your investigation is located. The maps should be annotated to with detail about your place AND contextualised to your investigation.</li> </ol> <hr style="border-top: 1px dashed black;"/> <p><b><u>Literature Review</u></b></p> <ul style="list-style-type: none"> <li>• Should show what you already know about the topic by Geographers.</li> <li>• Show models or theories in relation to your topic.</li> <li>• Show where gaps in the existing geographical knowledge occur (and how your investigation may fill those gaps).</li> <li>• Suggest why it is important to study this topic.</li> </ul>
<p>Area 2- Methodology (15 marks)</p>	<ol style="list-style-type: none"> <li>1. Have you justified your sample location(s)? Have you made these locations clear?</li> <li>2. Have you <i>justified</i> your sampling method, and made this clear? <i>Do you need to research the different sampling methods to help you make this clear?</i></li> <li>3. Have you justified your choice of methods and clearly / specifically linked them to what they will answer, ie which sub-question(s) they are answering? Are your sub questions clear?</li> <li>4. Are your methods repeatable by someone else with the detail you have given? Could they use your method to test your hypotheses and get comparable results (replicable)? Can they tell what you did?</li> <li>5. Made sure it is clear which sub-questions each method is answering? Justified/explained why you are doing that method?</li> <li>6. Have you justified the sample size? Have you made sure you can analyse at least 2-3 methods statistically later with the size chosen?</li> <li>7. Have you justified/considered frequency, timing, accuracy, data approaches?</li> <li>8. Have you considered ethical issues from your methods individually / overall?</li> <li>9. Used both secondary and primary methods?</li> <li>10. Used both qualitative and quantitative methods?</li> <li>11. Made it clear if group or individual method of collection?</li> <li>12. Used geographical vocabulary?</li> <li>13. Have you considered the limitations of your methods?</li> <li>14. Have you thought about the factors which may affect the collection/results on the day e.g. time constraints, equipment, or weather conditions?</li> <li>15. Added your secondary data collection methods considering some of the key ideas above.</li> </ol>
<p>Area 3- Data collection</p>	<ol style="list-style-type: none"> <li>1. Have you created a data collection booklet?</li> <li>2. Have you planned an itinerary?</li> <li>3. Have you completed a risk assessment?</li> <li>4. Have you completed a pilot study?</li> <li>5. Have you collected all your data and recorded it according to you plan?</li> </ol>

# Coca-Cola

## Part 2-An Investigation into Coca Cola a Global brand

### Paper 2

#### Global systems and global governance



#### Key investigation questions, can you add anymore?

**How** did Coca Cola grow to be the leading global drinks brand in the world?

Does everywhere in the world drink Coca Cola? **Who** drinks the most?

**Why** are some brands more successful than others?

**What** impacts do large global TNCs (Transnational Companies) like Coca Col have on local communities, individual countries, regionally and globally?

**How** is Coca Cola organised?

**What is the spatial distribution of Coca Cola consumption? Where is Coca Cola consumed?**

1. Study the data below and show this on your world map outline using a choropleth technique.
2. Describe how consumption patterns vary. Can you explain the differences between countries? How might this change in the future?



Pattern of Coca Cola consumption by country



**Take it further:** Can you afford to drink coke everywhere? How much does it cost for a 0.33ml bottle of coke? How long would it take you to earn that money? Pakistan a bottle costs USD 0.28. If you were on the minimum wage, you would earn USD 0.80 in one hour, so you could afford 2 bottles. How does that change elsewhere? [https://www.numbeo.com/cost-of-living/country\\_price\\_rankings?itemId=6](https://www.numbeo.com/cost-of-living/country_price_rankings?itemId=6) [https://en.wikipedia.org/wiki/List\\_of\\_minimum\\_wages\\_by\\_country](https://en.wikipedia.org/wiki/List_of_minimum_wages_by_country) (Use nominal wage per hour in USD)

### **2. How did the world's leading drinks brand go truly global?**

**Coca-Cola takes 'One Brand' marketing strategy global with 'Taste the Feeling' campaign.**

Coca-Cola launched its first global marketing campaign in 2016 its 'One Brand' strategy global with the introduction of the new 'Taste the Feeling' strapline.

<https://www.youtube.com/watch?v=jUvPuQU-1vQ>

**Watch the video clip-** *This was an excellent global marketing strategy because.....*

[https://www.youtube.com/watch?v=iG\\_LG\\_cQf0g](https://www.youtube.com/watch?v=iG_LG_cQf0g)

**Watch the video clip-** Coca Cola has been synonymous with sporting events and sponsors FIFA and the World cup. *This was an excellent marketing strategy because.....*

### **3. What is the importance of Global Marketing?**

Read the article on Coca Cola: **Coca-Cola takes 'One Brand' marketing strategy global with 'Taste the Feeling' campaign.** Consider:

1. What is meant by a 'ONE Brand Strategy'? What might the advantages be of such a strategy?
2. What is the aim of the 10 TV ads launched in 2016?
3. Why do you think Australian singer, Sewell, was asked to pen a song for the new campaign?
4. Outline the role of GIFs and social media in the 'taste the feeling' campaign.
5. Why do you think that Coca Cola are trying to link Coca Cola to intimate / special social situations?
6. How was the new campaign inspired by Disney?
7. How important is Global marketing in promoting Coca Cola?

#### 4. The Future: What are Coca Cola's plans for a better world?

<https://www.coca-colaindia.com/a-better-world> Choose 2 to 3 examples to explain what Coca Cola is doing to reduce or improve its impacts.

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Retrieval help - How well can you explain these terms?

Keyword	Definition	Example
Global marketing		
TNC (Transnational Companies)		
Globalisation		
Glocalisation		
Vertical integration		
Horizontal integration		
Economies of scale		
Division of Labour		
Franchise		

#### Initial assessment

In September there will be an initial assessment, create a detailed essay plans for the following Hazards essay questions.

- Assess the extent to which the nature of plate margins determines the impacts of earthquake events. (20 marks)
- 'The severity of the impacts of the volcanic hazards experienced in a place is affected more by the nature of plate boundaries than the level of development of the place.' To what extent do you agree with this view? [20 marks]
- Volcanic hazards will always have a greater impact than storm hazards. To what extent do you agree with this view? [20 marks]