A close up of a logo

Description automatically generatedPreparation for A-Level Geography (Human)

**Key Terms:** TNC, host country, country of origin, multiplier effect, homogenisation, globalisation,

**A-Level Topic:** Globalisation

**Key Question: Does the global dominance of Coca Cola bring more costs than benefits?**

*Coca Cola started its life in 1886 in Atlanta by John S. Pemberton at his Pemberton Chemical Company. It is now one of the largest global brands in the world and is sold in all but two countries, with an estimated 1.7 billion servings of Coca-Cola served every day. It also owns a further 500 beverage brands.*

|  |  |  |
| --- | --- | --- |
| A close up of a logo  Description automatically generated  **What to watch** | Newspaper | A close up of a logo  Description automatically generated |
| **Summary Case study clip** [**https://www.youtube.com/watch?v=TZ35GZsjDwY**](https://www.youtube.com/watch?v=TZ35GZsjDwY)  **Coca Cola Vs Pepsi - The Cola Wars** - Documentary recently on Channel 5 regarding the growth & competion between these two TNCs <https://www.my5.tv/coca-cola-vs-pepsi-cola-wars/season-1/coca-cola-vs-pepsi-cola-wars>  **Coca Globalisation** <https://www.youtube.com/watch?v=NUzql4U5t8E>  **Coca Cola’s Plastic secrets** <https://www.youtube.com/watch?v=qvYZ3sbTaQ0> | **Coca Cola -** As a huge TNC look at their history and global dominance - <https://www.coca-cola.com/>  **Exploitation of water in India** <https://www.theguardian.com/world/2017/mar/01/indian-traders-boycott-coca-cola-for-straining-water-resources>  **The history & criticisms of Coca Cola** [Coca Cola Essay](https://drive.google.com/open?id=19_ifON40Ua8ztu7GicckdLiUJv4RluVf)  **Coca-Cola’s sustainable vision** <https://www.coca-colacompany.com/sustainable-business>  **Coca Cola Case study** <http://joeblakey.com/geography/case-study-of-a-tnc-the-coca-cola-company/> | Use the resources provided & your own research to write notes that answer the following questions:     1. What are the main features of the Coca-Cola company? 2. How have they become a global brand? 3. What are the benefits of TNC like Coca Cola to a host country? 4. What are the criticisms against Coca-Cola? 5. What do you think the future holds? Are they improving & becoming more sustainable? |
| Television  Using your notes, write a **one-page report** that answers the key question: **‘Does the global dominance of Coca Cola bring more costs than benefits?’**  Your report should be well presented and informative to show an understanding of the content that you have been investigating. Use the key questions above to help you structure your writing. You can add any maps, images or diagrams to illustrate your points. Try to reach a conclusion to the key question. | | |