

## Geography 122: Geography, Modernity and Globalization II.

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### Corporate Mapping Project.

Learning goals:

- Identify and evaluate relevant information sources.
- Construct and communicate a spatial argument, in both writing and cartographic form.
- Describe the causes and implications of economic, social and environmental spatial variability.

**Topic selection (company) due on Connect by 6:30pm on Tuesday May 23<sup>rd</sup>, 2017.**

**Final report due in hard copy by 6:30pm on Thursday June 15<sup>th</sup>. Please also bring an extra copy of your map to be displayed on the class bulletin board.**

Pick a unique publicly traded corporation, listed on either the Toronto, New York or NASDAQ Stock exchanges (ie, no two class members can write on the same firm). Visit our Connect “project” discussion board and claim the firm as taken, by posting a message with the *name, exchange and stock ticker symbol*.

Having identified the company, now prepare an original map (10 marks) and a five-page/1250 word report (15 marks) that communicates the human geography of your chosen firm.

Your report must be unified by a thoughtful, carefully-constructed argument that explores why an ethical investor ought to purchase/avoid this stock

In all cases, your map and report must stress spatial relationships. It must also convey an argument relevant to our over-arching class themes (modernity and globalization). A good argument is something about which you can imagine two people disagreeing. When preparing, assume that I, your sceptical audience, disagree with what you are trying to say.

### The Written report.

When making your argument, pay special attention to the distribution of both power and risk. Your argument ought to be supported by a minimum of **four academic**, peer-reviewed sources and at least **four additional sources** from credible analysts or the popular press. You also need to provide me with a copy of the numerical “data” that you are mapping in an appendix.

All sources must be cited using APA style. You may find more information about the APA citation style right here: <http://wiki.ubc.ca/images/6/6f/Apastyle.pdf>.

Please include your firm's stock **price chart** for the last 10 years and make meaningful reference to it in your analysis. Indicate your **word count** at the end of the document.

**The Map.**

Your map ought to be on a piece of paper 11x17 inches in size. It can be drawn freehand, imposed upon an otherwise blank world or continental map, or created using the software of your choice. If you have questions about this, then ask. Please do not use Google Maps. Do not simply merge some already existing maps. Do not copy any infographics. I am looking for something that *you* have created.

If you absolutely must use software to create your map, then consider using Carto <<http://carto.com/>>. Understand that you are on your own and you won't receive any technical support from me. The great danger with this is that you spend a lot of time learning the software and then don't end up with a map at the end.

Your map ought to convey the geographic extent of your firm's network of relationships and activities. This may, but not necessarily, be in the form of a commodity chain or an ecological footprint. While enriched by your written report, the map ought to be able to stand alone and still communicate your argument.

**Marking rubric,**

	Sophisticated	Competent	Needs Work
Company claimed on Connect by May 23 <sup>rd</sup> , 6:30pm?	Yes, on time. 1 mark.	Yes, but late 0.5 marks.	No. 0 marks.
The Map is	Very neat and orderly. It is clearly readable. Obvious argument. Max 3 marks.	Not neat and orderly, however it is readable. Murky argument. 2.5-1.5 marks.	Not readable, or no discernable argument. (This may affect other portions of the grade). 0 - 1 mark.
	Self-contained with cartographic context (title/location, scale, orientation, legend). Max 2 marks.	Makes an attempt to provide some cartographic context, but significant details are missing. 1.5-1 marks.	Not self-contained with little to no context. Cartographic elements entirely missing. 0 - 0.5 marks.
	Colourful, creative, consistent, convincing, correct. Max 5 marks.	Acceptable aesthetic, predictable approach, moderately convincing, possibly contains small errors. 4.5 - 2 marks.	Cluttered, confusing, inconsistent, does not portray any message, propagates incorrect information. 0 - 1.5 marks
The report	Strong argument present, clearly stated at outset, it is logical, well explored and analytical. Max 3 marks.	An argument is present but not clearly stated, or it may hold unacknowledged assumptions. 2 - 1 marks	Has no argument, or position is vague, illogical, poorly explored or no analysis. May affect marks in other sections. 0 - 1.
	Argument relates to core course themes: modernity, globalization. Max 1 mark.	Argument relates to modernity & globalization in weak fashion. 0.5 marks.	No attempt to relate argument to modernity or globalization. 0 marks.

	Sources selected are of sufficient quantity, relevant. Max 2 marks.	Missing a few sources or sources that are weak. 1 mark.	Insufficient or inappropriate sources. 0 marks.
	Evidence is adequate, accurate and supports claims being made. Data in appendix. Max 2 marks.	Spotty evidence, inaccurate reading of evidence, or questionable. Some data in appendix 1 mark.	Little to no evidence, mistaken facts, does not support claims. Original data not included. 0 marks.
	Topic is covered in sufficient depth, original, innovative, creative. Max 1 mark.	Mixed topic treatment, unoriginal but acceptable. 0.5 marks.	Insufficient depth, no creativity. 0 marks.
	Appropriate length. Max 1 mark.	More work to add missing paragraphs needed. 0.5 marks.	Woefully short. 0 marks.
	Figures, tables are clear, relevant, and well-integrated. Max 1 mark.	Figures present, but not interpreted in your text. 0.5 marks.	No figures, or irrelevant figures, or not well integrated. 0 marks.
	Citations present in text according to correct style and complete. Max 2 marks.	An effort made to include in-text citations, but there are errors or they are incomplete. 1 mark.	No in-text citations. Plagiarism alert. 0 marks. May affect marks in other areas.
	Correct and complete bibliography at end of report. Max 1 mark.	Bib present, but contains errors or missing elements. 0.5 marks.	Bibliography not present. 0 marks.