Social Sciences Faculty
Name: GCE Geography
Course: AS GEOG1
Exam Board: EDEXCEL

Secure Knowledge
Insecure Knowledge
No knowledge

What I need to know...	Secure Knowledge	Insecure Knowledge	No Knowledge	To develop my knowledge in this area I will...
Topic 2: Rebranding				
Explain the different types of rebranding and re-imaging and what purpose do they have?	✓			
Explain why places use a variety of means to rebrand? E.g. Sport	✓			
Explain is rebranding needed in certain places?				
Explain the four D's and their explanation into the need to rebrand	✓			
Explain why Cornwall needed rebranding	✓			
Explain the role of players in rebranding Cornwall				
Explain how Cornwall has rebranded and how successful this has been	✓			
Use primary and secondary sources to investigate strategies applied in rural areas				
Explain why Stratford needed rebranding	✓			
Explain the role of players in rebranding Stratford	✓			
Explain how Stratford has rebranded and how successful this has been				
Use primary and secondary sources to investigate strategies applied in urban areas	✓			
Explain why Blackpool needed rebranding				
Explain the role of players in rebranding Blackpool				
Explain how Blackpool has rebranded and how successful this has been				
Use primary and secondary sources to investigate strategies applied in seaside areas		✓		REVISE
Explain how rebranding can make an area more sustainable		✓		"

- Jamie Oliver opened restaurants - CUC = helps trained 30 young ppl every year graduates setup jobs.
- Extreme sports Academy