

Business & Geography



Whether in the classroom, or on the POD ...

When summarizing text, underline or circle key words. This will assist you in breaking-it-down. Some words included are intentionally unfamiliar to many students. All of the words are commonly used in a business environment. Becoming familiar with complex business words will help you in the future.



If in class ...

Most text passages should be read quietly and alone.

If instructed to do so by the teacher, some text passages may be read aloud as a class or in small groups – assigned by the instructor.

At the end of this lesson you should be able to:

- **Recognize abbreviations for each state**
- **Describe how business and marketing people use geography**
- **Show-off your Smarts! Share your opinion ...**

Business People and Geography

Read this article for deeper understanding. No summary is required.
Circle, underline, and mark key ideas and words.



What Geographers Do

Geographers work in many different areas, such as environmental management, education, disaster response, city and county planning, community development, and more! Geography is an interdisciplinary field that offers diverse career opportunities.

What is unique about geography and how does that inform what geographers do?

Geography is the science of place and space. Geographers ask where things are located on the surface of the earth, why they are located where they are, how places differ from one another, and how people interact with the environment. Geography is unique in linking the social sciences and natural sciences together. Geographers also study the relationships between human activity and natural systems.

There are two main branches of geography: human geography and physical geography. Human geography is concerned with the spatial aspects of human existence. Physical geographers study patterns of climates, land forms, vegetation, soils, and water.

***Human geography** is a particularly important topic for business and marketing professionals to understand. Business needs and marketing trends are significantly influenced by human geography.*

Geographers use many tools and techniques in their work, and geographic technologies are increasingly among the most important emerging fields for understanding our complex world. They include Geographic Information Systems (GIS), Remote Sensing, Global Positioning Systems (GPS), online mapping such as Google Earth, and others.

Geographic Subdisciplines and Sample Job Titles

To prepare today's students for tomorrow's workforce, the challenge is connecting disciplinary instruction with more general training that yields marketable and valued skills in the modern workplace. The data below identifies geographic and general/transferable skills with corresponding sample job titles.

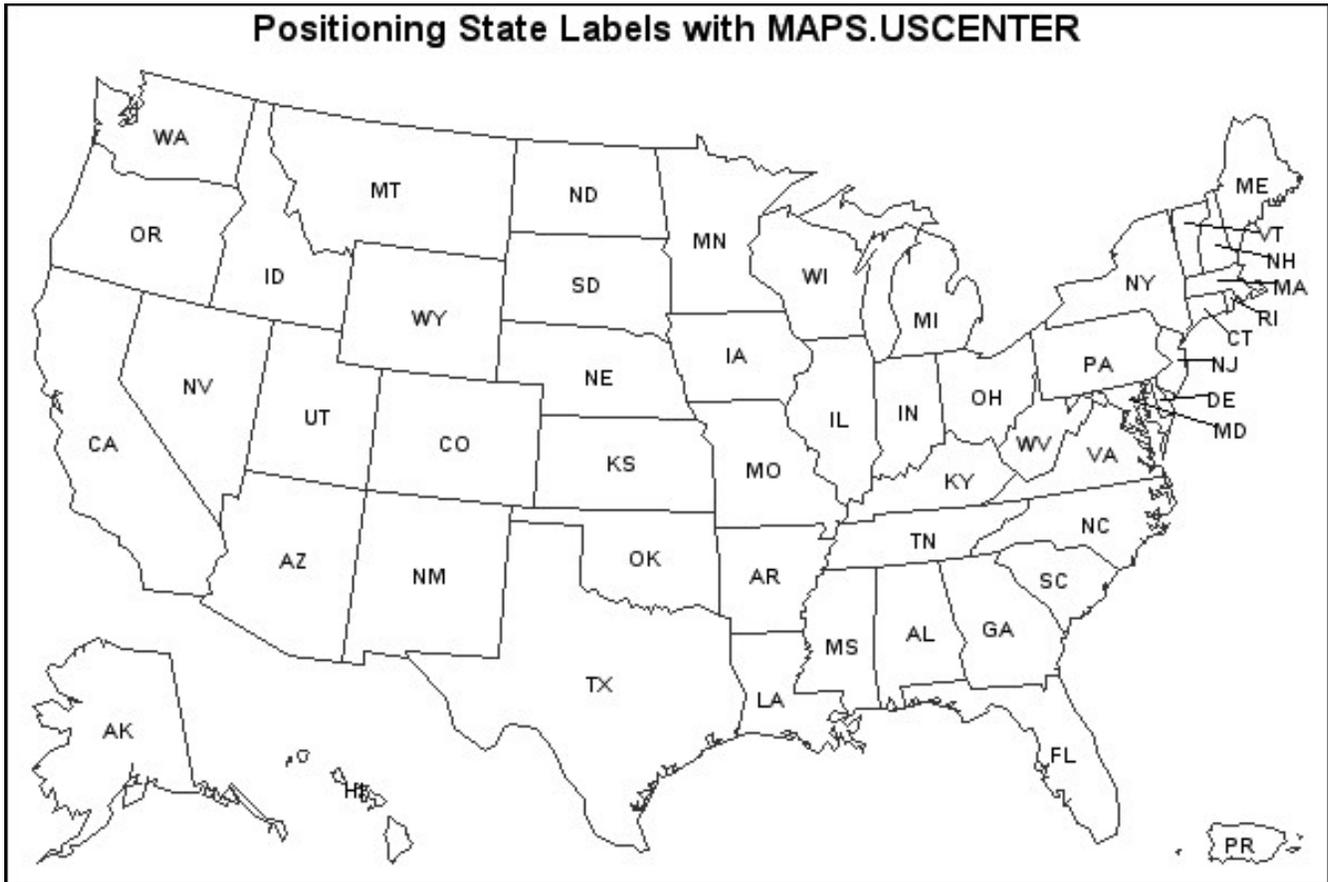
Marketing Specialists; Business Planners; Geomorphology; Weather and Climate; Biogeography; Natural Hazards; Economic Geography; Political Geography; Cultural Geography; Population Geography; Human Environmental Interaction; Cartography; GIS; Photogrammetry; Remote Sensing; Field Methods; Spatial Statistics; Regional Geography; Spatial Thinking; Global Perspective; Interdisciplinary Perspective; Diversity Perspective;

http://www.aag.org/cs/jobs_and_careers/what_geographers_do/overview

US States Map



Use this map of the US to complete questions.



States



**Reference Chart. This is an alphabetical list of states.
Label each state with its two-letter abbreviation.**

- | | | | |
|-------|---------------|-------|----------------|
| _____ | Alabama | _____ | Montana |
| _____ | Alaska | _____ | Nebraska |
| _____ | Arizona | _____ | Nevada |
| _____ | Arkansas | _____ | New Hampshire |
| _____ | California | _____ | New Jersey |
| _____ | Colorado | _____ | New Mexico |
| _____ | Connecticut | _____ | New York |
| _____ | Delaware | _____ | North Carolina |
| _____ | Florida | _____ | North Dakota |
| _____ | Georgia | _____ | Ohio |
| _____ | Hawaii | _____ | Oklahoma |
| _____ | Idaho | _____ | Oregon |
| _____ | Illinois | _____ | Pennsylvania |
| _____ | Indiana | _____ | Rhode Island |
| _____ | Iowa | _____ | South Carolina |
| _____ | Kansas | _____ | South Dakota |
| _____ | Kentucky | _____ | Tennessee |
| _____ | Louisiana | _____ | Texas |
| _____ | Maine | _____ | Utah |
| _____ | Maryland | _____ | Vermont |
| _____ | Massachusetts | _____ | Virginia |
| _____ | Michigan | _____ | Washington |
| _____ | Minnesota | _____ | West Virginia |
| _____ | Mississippi | _____ | Wisconsin |
| _____ | Missouri | _____ | Wyoming |

Cities

**NEATLY circle each city in the list.
Leave state names alone.**

Alaska	Harrisburg	Montgomery	Springfield
Albany	Hartford	Nashville	Tallahassee
Annapolis	Hawaii	Nebraska	Tennessee
Arizona	Helena	Nevada	Texas
Arkansas	Honolulu	New Hampshire	Topeka
Atlanta	Idaho	New Jersey	Trenton
Augusta	Illinois	New Mexico	Utah
Austin	Indiana	New York	Vermont
Baton Rouge	Indianapolis	North Carolina	Virginia
Bismarck	Iowa	North Dakota	Washington
Boise	Jackson	Ohio	Washington, D.C.
Boston	Jefferson City	Oklahoma	West Virginia
California	Juneau	Oklahoma City	Wisconsin
Carson City	Kansas	Olympia	Wyoming
Charleston	Kentucky	Oregon	
Cheyenne	Lansing	Pennsylvania	
Colorado	Lincoln	Phoenix	
Columbia	Little Rock	Providence	
Columbus	Louisiana	Raleigh	
Concord	Madison	Rhode Island	
Connecticut	Maine	Richmond	
Delaware	Maryland	Sacramento	
Denver	Massachusetts	Saint Paul	
Des Moines	Michigan	Salem	
Dover	Minnesota	Salt Lake City	
Florida	Mississippi	Santa Fe	
Frankfort	Missouri	South Carolina	
Georgia	Montana	South Dakota	

Sketch It



Draw an outline map of the United States

In the space provided sketch an outline of the lower 48 states.
Do NOT draw in the states – just the outline of the US.

On your map, place a large dot ● in the approximate location of Denver, Houston, Miami, New York, Chicago, and Los Angeles.

Interpret a Graph



Write the title of the graph _____

Circle the type of chart this represents

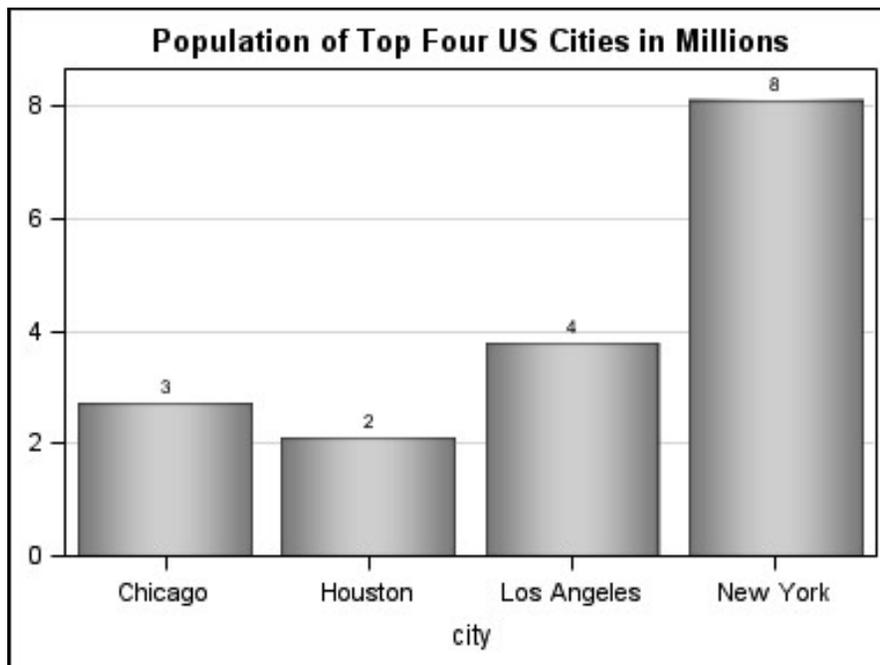
Bar Chart Line Chart Pie Chart Other

If applicable,

What does the X-axis represent _____

What does the Y-axis represent _____

Summarize what this graph represents or conveys



Show-Off Your Smarts!



Instructions – if working alone

- Write a short, one sentence response to each question.

Instructions – if in a classroom setting

- Assemble into a small group assigned by the instructor.
- As a group, select one of the questions to discuss.
- Discuss your ideas/answers/responses as a group.

Q1. How can this information be applied to a young-person's life?

Q2. Why might this information be important to a business person?

Q3. What type of businesses must apply this information and why?

Q4. As a business owner, how would you apply this information?

Q5. How might this information make you a better employee?

Information covered in this topic ...

States	Distance	Region
Cities	Population	People
Demographics		Marketing