

# Selling geography

Coming up to option time?  
Need help selling geography to your students?

The back of this flier is for you to copy and use with your Year 9 students ...

... and there are many resources available **FREE** from the RGS-IBG and the GA ...



## For students

What about geography? (information booklet)  
This is geography ... in school and beyond (leaflet)

## For teachers

Geography: a position statement  
Articles about promoting geography in *Teaching Geography*  
List of careers resources  
*Going Places* pack

## On the website

**[www.geography.org.uk](http://www.geography.org.uk)**

The power of geography  
Campaigning for geography

e-mail [igregg@geography.org.uk](mailto:igregg@geography.org.uk)

## For students

Geography and World of Work (booklet)  
Geography and the World of Work (poster)  
Why Geography? (video)

## For teachers

Geography - An essential contribution to life

## On the website [www.rgs.org/education](http://www.rgs.org/education)

Marketing geography  
Geographers in the workplace  
Letters to parents  
Fliers aimed at pupils  
Why study geography?  
Choosing geography at university

e-mail [education@rgs.org](mailto:education@rgs.org)



Geographical  
Association

**Royal  
Geographical  
Society**  
with IBG

Advancing geography  
and geographical learning

# Without geography you are ... NOWHERE!

## Geography – helping you make sense of the world

### Why choose geography?

You have come to an important point in your education. You must decide which choices to make.

Are you interested in studying geography further? You should be, because geography tackles the big issues:

- environmental responsibility
- our global interdependence
- cultural understanding and tolerance
- commerce, trade and industry.

The world in which we live is likely to change more in the next 50 years than it has ever done before. Geography explains why, and helps to prepare you for those changes.

If you enjoy studying geography – carry on studying it! You are more likely to obtain your best results in a subject you enjoy.

The transferable skills which geography fosters are an asset in the complex world of employment today. Geography is about the future and encourages flexible thinking. It is less likely that you will spend all your life with one company or organisation (the 'job for life'), so flexible thinking is a great attribute.

Geographical study fosters these qualities and provides a firm basis for life-long learning.



### What do geographers do?

Compared to other subjects, geography graduates are among the most employable. They possess the skills that employers look for. In part this is because the subject combines a knowledge of science and an understanding of the arts.

Geography graduates were surveyed after their degree courses about their career destinations. The results show:

- 40.6% went into management and administration
- 24.8% did further training, including PGCE for teaching
- 11.4% joined the financial sector
- 10.4% joined the retail sector
- 10% joined other professions, including the media.

(Source AGCAS)



... to get to know your world through fieldwork...



... to make wise decisions that balance the environment, social and economic concerns in the context of sustainable development...

... to develop a wide range of skills...



... to use computers and other technology...

### Is geography a good choice in terms of getting a job? The answer is a resounding YES!

#### Geographers can:

- make a concise report
- handle data
- ask questions and find answers
- make decisions about an issue
- analyse material
- organise themselves
- think creatively and independently

#### Geographers are:

- good communicators
- spatially aware
- socially, economically and environmentally aware
- problem solvers
- good team players
- computer literate
- well rounded, flexible thinkers

#### Find out more from:

The Royal Geographical Society with IBG on [www.rgs.org](http://www.rgs.org)

The Geographical Association on [www.geography.org.uk](http://www.geography.org.uk)