

COURSE DETAIL

CULTURE AND BUSINESS: SPAIN'S TOP BRANDS

Country

Spain

Host Institution

Pompeu Fabra University

Program(s)

UPF Barcelona International Summer School

UCEAP Course Level

Upper Division

UCEAP Subject Area(s)

Communication Business Administration

UCEAP Course Number

112

UCEAP Course Suffix**UCEAP Official Title**

CULTURE AND BUSINESS: SPAIN'S TOP BRANDS

UCEAP Transcript Title

SPAIN TOP BRANDS

UCEAP Quarter Units

5.00

UCEAP Semester Units

3.30

Course Description

This course examines the notion of Spanish brands and how Spain's culture and society have influenced its businesses and institutions. Topics include: building brand equity; triangulation of institutional, social, and corporate efforts in the shaping of place branding-- the Barcelona city brand case study; the influence of globalization on local brand positioning-- creating competitive identities through values beyond volume; family business in Spanish corporate tradition; homemade identity-- influencing outreach vs impact, quality and quantity; the creative marketing mix in Spanish brands.

Language(s) of Instruction

English

Host Institution Course Number

59103

Host Institution Course Title

CULTURE AND BUSINESS: SPAIN'S TOP BRANDS

Host Institution Campus

Ciutadella Campus

Host Institution Faculty

Host Institution Degree

Host Institution Department

UPF Education Abroad Program

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