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 Course Details
https://www.upf.edu/web/barcelonasummerschool/courses-and-syllabi

Host Institution Campus
Ciutadella Campus

Host Institution Faculty

Host Institution Degree

Host Institution Department
UPF Education Abroad Program

Course Last Reviewed
2023-2024

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