COURSE DETAIL

BRANDING GLOBAL CITIES: INSIGHTS FROM BARCELONA
Country Spain
Host Institution Pompeu Fabra University
Program(s) 21st Century Barcelona
UCEAP Course Level Upper Division
UCEAP Subject Area(s) Communication Business Administration
UCEAP Course Number 116
UCEAP Course Suffix
UCEAP Official Title BRANDING GLOBAL CITIES: INSIGHTS FROM BARCELONA
UCEAP Transcript Title BRAND GLOBAL CITIES
UCEAP Quarter Units 1.50
UCEAP Semester Units 1.00

Course Description
This course discusses the fundamentals of Place Branding, its challenges, and its main foci of action with Barcelona as the primary case study. It also explores the role and contribution of the different stakeholders in building contemporary city brands.

Language(s) of Instruction
English

Host Institution Course Number
59025

Host Institution Course Title
BRANDING GLOBAL CITIES: INSIGHTS FROM BARCELONA

Host Institution Course Details

Host Institution Campus
Ciutadella Campus

Host Institution Faculty

Host Institution Degree

Host Institution Department
UPF Education Abroad Program

Course Last Reviewed

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