

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 Campus

Ciutadella Campus

Host Institution Faculty**Host Institution Degree****Host Institution Department**

UPF Education Abroad Program

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