

COURSE DETAIL

BRANDS AND CULTURE

Country

Spain

Host Institution

University of Barcelona

Program(s)

University of Barcelona

UCEAP Course Level

Upper Division

UCEAP Subject Area(s)

Communication Business Administration

UCEAP Course Number

118

UCEAP Course Suffix**UCEAP Official Title**

BRANDS AND CULTURE

UCEAP Transcript Title

BRANDS AND CULTURE

UCEAP Quarter Units

5.00

UCEAP Semester Units

3.30

Course Description

This course focuses on the process of globalization, including global markets, international corporations, digital communications, and media convergence, which has created a new ecosystem for marketing, advertising, and branding. It also discusses popular culture and its influence on these areas as well as a cohesive idea of collective or generation imaginaries. This course offers a study of this influence by examining the representation and construction of different brands and cultural ideas in the new Spanish context through case studies of both local and global brands.

Language(s) of Instruction

English

Host Institution Course Number

290570

Host Institution Course Title

BRANDS AND CULTURE

Host Institution Campus

Campus Plaça Universitat

Host Institution Faculty

Host Institution Degree

Host Institution Department

Estudios Hispánicos

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