

## 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 Course Details

[https://www.eh.ub.edu/repositori/programas/giga/290570\\_es.pdf?\\_gl=1%2Abuvezn%2A...](https://www.eh.ub.edu/repositori/programas/giga/290570_es.pdf?_gl=1%2Abuvezn%2A...)

## Host Institution Campus

Campus Plaça Universitat

## Host Institution Faculty

## Host Institution Degree

## Host Institution Department

Estudios Hispánicos

## Course Last Reviewed

2023-2024

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