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*buvezn*_up*...

Host Institution Campus
Campus Plaça Universitat

Host Institution Faculty

Host Institution Degree

Host Institution Department
Estudios Hispánicos

Course Last Reviewed
2023-2024

Print