

# COURSE DETAIL

## BRANDS AND CULTURE

**Country**

Spain

**Host Institution**

University of Barcelona

**Program(s)**

UB Barcelona Summer

**UCEAP Course Level**

Upper Division

**UCEAP Subject Area(s)**

Business Administration

**UCEAP Course Number**

113

**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 examines the major issues related to brands, which can be products, services or institutions. It covers topics such as the impact of technological and digital changes, modern marketing and communication terminology, the intercultural strategies for global branding, and how to engage with consumer groups. The course examines key aspects of popular culture, such as mass media advertising, transmedia advertising, social media trends, and the cultural background of a country. It is divided into two sections. The first section focuses on the fundamental concepts of branding, marketing, advertising, and popular culture studies. The second section focuses on different topics and case studies, including the Barcelona brand before and after the Olympics, the Madrid Olympics and World Cup candidacy case. It also looks at FC Barcelona as a Spanish soccer ambassador, Spanish fashion design with Zara and Custo Barcelona, the new cooking and Mediterranean diet era, and new professional representatives in brands such as influencers and new storytelling.

### **Language(s) of Instruction**

English

### **Host Institution Course Number**

290584

### **Host Institution Course Title**

BRANDS AND CULTURE

### **Host Institution Course Details**

<https://www.eh.ub.edu/en/spanish-business-course/brands-culture-summer/>

### **Host Institution Campus**

Campus Plaça Universitat

### **Host Institution Faculty**

### **Host Institution Degree**

**Host Institution Department**

Estudios Hispánicos

**Course Last Reviewed**

2025-2026

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