

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 Campus

Campus Plaça Universitat

Host Institution Faculty

Host Institution Degree

Host Institution Department

Estudios Hispánicos

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