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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