# **COURSE DETAIL**

### THE ART OF BRANDING: THE CASE OF BARCELONA

### **Country**

Spain

#### **Host Institution**

Expanish Barcelona

### Program(s)

Business in Barcelona, Business and Economics in Barcelona

#### **UCEAP Course Level**

**Upper Division** 

### **UCEAP Subject Area(s)**

Communication Business Administration

#### **UCEAP Course Number**

140

#### **UCEAP Course Suffix**

#### **UCEAP Official Title**

THE ART OF BRANDING: THE CASE OF BARCELONA

### **UCEAP Transcript Title**

**BRANDING: BARCELONA** 

### **UCEAP Quarter Units**

4.50

#### **UCEAP Semester Units**

3.00

### **Course Description**

This course examines the topic of branding through the lens of Barcelona. It focuses on how Barcelona strategically crafted its brand identity and global image to become a beacon of innovation and culture. The course includes field trips to iconic landmarks, business, and cultural hubs in the city to complement class topics.

## Language(s) of Instruction

English

**Host Institution Course Number** 

**Host Institution Course Title** 

**Host Institution Course Details** 

**Host Institution Campus** 

**Host Institution Faculty** 

**Host Institution Degree** 

**Host Institution Department** 

**Course Last Reviewed** 

2025-2026

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