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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