

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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