

COURSE DETAIL

CULTURE AND BUSINESS: BRANDING SPAIN

Country

Spain

Host Institution

Accent, Madrid

Program(s)

Society and Culture in Madrid

UCEAP Course Level

Upper Division

UCEAP Subject Area(s)

Communication

UCEAP Course Number

105

UCEAP Course Suffix**UCEAP Official Title**

CULTURE AND BUSINESS: BRANDING SPAIN

UCEAP Transcript Title

BRANDING SPAIN

UCEAP Quarter Units

5.00

UCEAP Semester Units

3.30

Course Description

This course examines Spain's most successful industries—banking, fashion, telecommunications, soccer, gastronomy, and tourism—through the lens of marketing and branding, highlighting major players like Banco Santander, Zara, Telefonica, Real Madrid, and FC Barcelona. Students engage with industry professionals and visit key sites, including retail hubs, sports venues, marketing agencies, and producers of iconic Spanish goods: wine, olive oil, and pork.

Language(s) of Instruction

English

Host Institution Course Number

Host Institution Course Title

CULTURE AND BUSINESS: BRANDING SPAIN

Host Institution Course Details

Host Institution Campus

Accent, Madrid

Host Institution Faculty

Host Institution Degree

Host Institution Department

Course Last Reviewed

2026-2027

[Print](#)