

COURSE DETAIL

STRATEGIC BRANDING IN SPAIN

Country

Spain

Host Institution

Pompeu Fabra University

Program(s)

Pompeu Fabra University

UCEAP Course Level

Upper Division

UCEAP Subject Area(s)

Communication Business Administration

UCEAP Course Number

124

UCEAP Course Suffix**UCEAP Official Title**

STRATEGIC BRANDING IN SPAIN

UCEAP Transcript Title

BRANDING IN SPAIN

UCEAP Quarter Units

5.00

UCEAP Semester Units

3.30

Course Description

The course examines strategic brand management through the study of leading Spanish and Barcelona-based brands and industries. Students explore brand equity, positioning, identity, reputation, corporate and place branding, and integrated communications, while analyzing how businesses and institutions use culture, innovation, and strategic communication to build competitive advantage in global markets. Case studies span tourism, fashion, technology, culture, entertainment, food, banking, and other major sectors.

Language(s) of Instruction

English

Host Institution Course Number

51959

Host Institution Course Title

CULTURE AND BUSINESS: SPAIN'S TOP BRANDS

Host Institution Course Details

https://uceap.sharepoint.com/:b:/s/DocumentLibrary/IQBptlYDwp_4R74Xgxj6c-EUAd9v...

Host Institution Campus

Ciutadella Campus

Host Institution Faculty

Communication

Host Institution Degree

Host Institution Department

Barcelona Program for Interdisciplinary Studies (BaPIS)

Course Last Reviewed

2026-2027

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