

Course title: Global Marketing & Culture of Football Club Barcelona (Group 1)

Language of instruction: English

Professors: Hibai López-González, Frederic Guerrero-Solé

Professor's contact: hibailopez@ub.edu / frederic.guerrero@upf.edu

Course contact hours: 45

Recommended credit: 6 ECTS credits

Course prerequisites: There are no prerequisites for this course

Keywords: Sport, Football, Cultural Studies, Media, Barcelona

Language requirements: None

Course focus and approach:

This course has a dual purpose. On the one hand, it analyzes **the key role of sport in the European context within the framework of cultural studies**, focusing on the historical, sociological and political issues attached to it. On the other hand, the course **exemplifies the theoretical approach in a specific case study: Football Club Barcelona**. The course develops critical tools to interpret the significance of sport in the modern era, by highlighting the implications a brand like FCB has in social, cultural and media contexts.

Course description:

European football (soccer) has become a major cultural vehicle in the global world, both in terms of economic impact and social influence. This course focuses on the links between the game and the different dimensions that surround it: media coverage, symbolic value, political targeting, public and corporate policies... FC Barcelona is a unique example that embodies the representation of Catalan national identity while arguably being the most accomplished team of the 21st century: its significance goes beyond the game itself, blending with global marketing strategies and transnational fandom. We will make the best of being in Barcelona, an evolving and differential city, in order to better understand football as a controversial issue within contemporary popular culture.

Learning objectives:

By the end of the course, students will be able to:

- Understand the **social, cultural and economic** issues that shape football as a key Catalan, Hispanic and European phenomenon.
- Develop a critical view of the game's media coverage and the different communication strategies involved.
- Grasp the links between Barcelona as a contemporary **global city** and FC Barcelona as a unique team –and club- in football's history.
- Explore the meaning of sport within a culture and be able to interpret sport-related issues through a broader social lens.

Course workload:

The course combines required readings with specific viewing assignments and field-studies related to how football is experienced in the city.

Teaching methodology:

The teaching methodology will comprise three approaches. First, theoretical lectures will introduce the main contents of the course, and will provide students with a solid understanding of Spanish, European, and Catalanian sports culture and marketing in order to complete their assignments. Theoretical lectures will be accompanied by mandatory reading material. Second, the course will include an on-line class with the representatives of one of the oldest FC Barcelona social clubs (aka ‘penya’). Third, students will be assessed on the basis of an **independent ethnographic research** about a topic to be discussed with the instructors, a midterm exam, and a final exam.

The course will be taught by two instructors (Dr. Frederic Guerrero-Solé and Dr. Hibai Lopez-Gonzalez). Each instructor will deliver a module. The final assessment for students will be agreed by both instructors.

Assessment criteria:

The course’s assessment will evaluate four inputs: a midterm exam (27%), a final exam (28%), an ethnographic project (project 25% + oral presentation 10%), and class participation (10%).

Absence policy

After the add/drop, all registrations are considered final and **BaPIS Absence Policy** begins to apply. For the academic year 2021-2022, such policy is as follows:

Attending class is mandatory and will be monitored daily by professors. Missing classes will impact on the student’s final grade as follows:

Absences	Penalization
<i>Up to two (2) absences</i>	<i>No penalization</i>
<i>Three (3) absences</i>	<i>1 point subtracted from final grade (on a 10 point scale)</i>
<i>Four (4) absences</i>	<i>2 points subtracted from final grade (on a 10 point scale)</i>
<i>Five (5) absences or more</i>	<i>The student receives an INCOMPLETE (“NO PRESENTADO”) for the course</i>

*The BaPIS attendance policy **does not distinguish between justified or unjustified absences.** The student is deemed responsible to manage his/her absences.*

Only absences for medical reasons will be considered justified absences. The student is deemed responsible to provide the necessary documentation.

Other emergency situations will be analyzed on a case by case basis by the Academic Director of the BaPIS.

The Instructor, the Academic Director and the Study Abroad Office should be informed asap by email without any delay.

Classroom norms:

- No food or drink is permitted in class
- Students will have a ten-minute break after one one-hour session

Weekly schedule

Week 1 HLG	Course presentation	<p>FC Barcelona: Football and History <i>A historical introduction to sports, football and the origins of FC Barcelona.</i></p> <p><i>Reading and class discussion:</i> Burns, J. 2009. <i>Barça. A People's Passion. Roots</i></p> <p><i>Reading and class discussion:</i> O'Connell, Sue. 2016. <i>The Man Who Saved FC Barcelona. The Remarkable Life of Patrick O'Connell</i></p> <p><i>Class discussion:</i> Results of the FC Barcelona presidential election.</p> <p><i>Hola, Madrid! Ganas de Volver a verso.</i></p>	Week 1 FGS
Week 2 HLG	<p>Europe vs. America (I) <i>Reading and class discussion:</i> van Bottenburg (2011) on continental differences</p>	<p>FC Barcelona: Football, Politics and Society <i>Spanish football and politics</i></p> <p><i>Reading and class discussion:</i> Fitzpatrick, R. <i>Football Is Politics.</i></p> <p><i>Reading and class discussion:</i> Foer, Franklin 2006. <i>How Soccer Explains the World. How Soccer Explains the Discreet Charm of Bourgeois Nationalism.</i></p>	Week 2 FGS
Week 3 HLG	<p>Europe vs. America (II) <i>Reading and class discussion:</i> van Bottenburg (2011) on continental differences</p>	<p>FC Barcelona: Gamper, Kubala, Cruyff, (Maradona), Guardiola, and Messi. Total Football, the history of a successful football culture.</p> <p><i>Reading and class discussion:</i> Cruyff, J. <i>My Turn.</i> Chapter 12. Andrés Iniesta. <i>The Artist.</i> 2016. <i>La Masia.</i></p> <p>Cattenaccio and Total Football.</p>	Week 3 FGS
Week 4 HLG Friday (tutoring)	<p>Europe vs. America (III) <i>Reading and class discussion:</i> van Bottenburg (2011) on continental differences</p>	<p>Football and Culture</p> <p>FCB, globalization and the Culture of Integration</p>	Week 4 FGS Friday (tutoring hours)

hours for ethno projects)		<i>Reading and class discussion:</i> Berry, J.W. (2008). Globalisation and acculturation. <i>International Journal of Intercultural Relations</i> , 32, 328-336.	for ethno projects)
Week 5 HLG	Guest speaker: Rafa Cervera	Mid-term exam	Week 5 FGS
Week 6 HLG	The meaning of sport: A brief history of sport Further reading: Elias & Dunning (1986)	Barcelona-Madrid “El Clásico” ‘El Clásico’ in popular culture. <i>Reading and class discussion:</i> Richard Fitzpatrick’s Manita. Hunter, Graham. <i>The Making of the Greatest Rivalry in the World</i>	Week 6 FGS
Week 7 HLG	Ethical Issues (I): Gender Gender salary gap Male athletes and fatherhood	FCB and the city of Barcelona. From Koeman and the Olympic Games to Gaudí and Messi <i>Reading and class discussion:</i> Christopher Kennett and Miquel de Moragas. <i>Barcelona 1992</i> Evaluating the Olympic Legacy. In <i>National Identity and Global Sports Events. Culture, Politics, and Spectacle in the Olympics and the Football World Cup</i> . Edited by Alan Tomlinson and Christopher Young Football and economy. UEFA: <i>The European Club Footballing Landscape</i> FCB: <i>The First 1 Billion Dollar Team?</i> <i>Reading and class discussion:</i> The Impact of COVID19 on European Football. The Impact of COVID19 on FCB	Week 7 FGS
Week 8 HLG Friday (tutoring hours for ethno projects)	Ethical Issues (II): Gambling Sports betting advertising and normalization Addiction Match-fixing and integrity issues	Visit to an FC Barcelona ‘Penya’ <i>Field trip class</i> on location in a traditional Social Club of FC Barcelona supporters	Week 8 FGS Friday (tutoring hours for ethno projects)
Week 9 HLG	Ethical Issues (III): Racism, violence and homophobia Embedded violence in sport culture De-sportivization of sport	Oral presentations of ethnographic projects (I)	Week 9 FGS

	Sport as a place for men to do the things men		
Week 10 HLG	Oral presentations of ethnographic projects (II)	Final exam	Week 10 FGS

- 1) Historical approach (include modern sports, but, particularly, the history of football and football in Spain);
- 2) Political;
- 3) Sociological (sports as a way to do what, modern conception of sports, social order representation, specialization)
- 4) Anthropological (how do we live sports, and how the experience has changed)
- 5) Cultural and intercultural approach;
- 6) Economic (the first 1 billion club);
- 7) Communicative/Media approach/Mass society (link to moral panics)
- 8) Technological approach
- 9) Marketing approach
- 10) Worldview approach (the construction of the idol, the napkin, Messi, Pelé, and others)

Required readings:

Course reading pack prepared by the two professors and available on-line at Aula Global.

Recommended bibliography:

- Ball, Phil. *Morbo. The Story of Spanish Football*. London, WSC Books, 2011.
- Balagué, Guillem. *Pep Guardiola. Another Way of Wining*. London, Orion Publishing, 2013.
- Bale, John. *Landscapes of modern sport*. New York: Leicester University Press, 1994.
- Barthes, Roland. *Mythologies*. London, Vintage Classics, 2000.
- van Bottenburg, Maarten (2011). Why are the European and American sports worlds so different? Path dependence in European and American sports history. In A. Tomlinson, C. Young, & R. Holt (Eds.), *Sport and the Transformation of Modern Europe: States, Media and Markets 1950-2010* (pp. 205–225). Routledge. <https://doi.org/10.4324/9780203807163>
- Boyle, Raymond and Haynes, Richard. *Power Play. Sport, the Media and Popular Culture*, Edinburgh University Press, 2009.
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- Fitzpatrick, Richard. *El Clasico. Barcelona vs. Real Madrid: Football's Greatest Rivalry*. London, Bloomsbury, 2012.
- Franco, Antonio. *El Camp Nou*. Barcelona, Barcanova, 1998.

- Foer, Franklin. *How Soccer Explains the World: An Unlikely Theory of Globalization*. New York, Harper Collins, 2005.
- Gargallo, Santiago. *De Samitier a Ronaldo*. Barcelona, Barcanova, 1998.
- Goldblatt, David. *The Ball is Round: A Global History of Soccer*. New York, Penguin, 2006.
- Guttman, Alan. *A whole new ball game: An interpretation of American sports*. Chapel Hill, The University of North Carolina Press, 1978.
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- Hunter, Graham. *Barça: The Making of the Greatest Team in the World*. London, BackPage Press Limited, 2012.
- Jenkins, Henry. *Convergence Culture: Where Old and New Media Collide*. New York, New York University Press, 2008.
- Kuper, Simon. *Football Against the Enemy*. London, Orion Books, 2003.
- Kuper, Simon and Szymanski, Stefan. *Soccernomics*. New York, Nation Books, 2014.
- López-González, Hibai and Guerrero-Sole, Frederic and Haynes, Richard. “Manufacturing conflict narratives in Real Madrid versus Barcelona football matches”, *International Review for the Sociology of Sport*, 2012.
- Meneses, Juan Pablo. *Niños futbolistas*. Barcelona, Blackie Books, 2013.
- Perarnau, Martí. *Senda de Campeones. De La Masia al Camp Nou*. Barcelona, Grup 62, 2011.
- Torres, Diego. *The Special One: The Dark Side of Jose Mourinho*. London, Harper Sport, 2014.
- Valdano, Jorge (ed). *Cuentos de Fútbol*. Madrid, Alfaguara, 1995.
- Verdú, Vicente. *El fútbol. Mitos, ritos y símbolos*. Madrid, Alianza, 1980.
- Villoro, Juan. *Dios es redondo*. Barcelona, Anagrama, 2006.
- Wahl, Grant. *The Beckham Experiment: How the World's Most Famous Athlete Tried to Conquer America*. New York, Random House, 2009.
- Wangerin, David. *Soccer in a Football World: The Story of America's Forgotten Game*. Philadelphia, Temple University Press, 2006.
- Williams, Jean. *Globalising Women's Football*. Peter Lang, 2013.
- Williams, Jean. *A Beautiful Game: International Perspectives on Women's Football*, 2007.
- Wilson, Jonathan. *Inverting the Pyramid: The History of Football Tactics*. London, Orion Books, 2008.

Course title: Global Marketing & Culture of Football Club Barcelona (Group 2)

Language of instruction: English

Professors: Hibai López-González, Frederic Guerrero-Solé

Professor's contact: hibailopez@ub.edu / frederic.guerrero@upf.edu

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Weekly schedule

Week 1 FGS	Course presentation	Europe vs. America (I) <i>Reading and class discussion:</i> van Bottenburg (2011) on continental differences	Week 1 HLG
Week 2 FGS	FC Barcelona: Football and History <i>A historical introduction to sports, football and the origins of FC Barcelona.</i> <i>Reading and class discussion:</i> Burns, J. 2009. <i>Barça. A People's Passion. Roots</i> <i>Reading and class discussion:</i> O'Connell, Sue. 2016. <i>The Man Who Saved FC Barcelona. The Remarkable Life of Patrick O'Connell</i> <i>Class discussion:</i> Results of the FC Barcelona presidential election. <i>Hola, Madrid! Ganas de Volver a verso.</i>	Europe vs. America (II) <i>Reading and class discussion:</i> van Bottenburg (2011) on continental differences	Week 2 HLG
Week 3 FGS	FC Barcelona: Football, Politics and Society <i>Spanish football and politics</i> <i>Reading and class discussion:</i> Fitzpatrick, R. <i>Football Is Politics.</i> <i>Reading and class discussion:</i> Foer, Franklin 2006. <i>How Soccer Explains the World. How Soccer Explains the Discreet Charm of Bourgeois Nationalism.</i>	The meaning of sport: A brief history of sport Further reading: Elias & Dunning (1986)	Week 3 HLG
Week 4 FGS Friday (tutoring hours for ethno projects)	FC Barcelona: Gamper, Kubala, Cruyff, (Maradona), Guardiola, and Messi. Total Football, the history of a successful football culture. <i>Reading and class discussion:</i> Cruyff, J. <i>My Turn.</i> Chapter 12. Andrés Iniesta. <i>The Artist.</i> 2016. <i>La Masia.</i> Cattenaccio and Total Football.	Ethical Issues (I): Gender Gender salary gap Male athletes and fatherhood	Week 4 HLG Friday (tutoring hours for ethno projects)

Week 5 FGS	Guest Speaker: Rafa Cervera	Midterm exam	Week 5 HLG
Week 6 FGS	<p>Football and Culture</p> <p>FCB, globalization and the Culture of Integration</p> <p><i>Reading and class discussion:</i> Berry, J.W. (2008). Globalisation and acculturation. International Journal of Intercultural Relations, 32, 328-336.</p>	<p>Ethical Issues (II): Gambling</p> <p>Sports betting advertising and normalization Addiction Match-fixing and integrity issues</p>	Week 6 HLG
Week 7 FGS	<p>Barcelona-Madrid “El Clásico”</p> <p>‘El Clásico’ in popular culture.</p> <p><i>Reading and class discussion:</i> Richard Fitzpatrick’s Manita.</p> <p>Hunter, Graham. The Making of the Greatest Rivalry in the World</p>	<p>Ethical Issues (III): Racism, violence and homophobia</p> <p>Embedded violence in sport culture De-sportivization of sport Sport as a place for men to do the things men do</p>	Week 7 HLG
<p>Week 8 FGS</p> <p>Friday (tutoring hours for ethno projects)</p>	<p>FCB and the city of Barcelona. From Koeman and the Olympic Games to Gaudí and Messi</p> <p><i>Reading and class discussion:</i> Christopher Kennett and Miquel de Moragas. Barcelona 1992 Evaluating the Olympic Legacy. In National Identity and Global Sports Events. Culture, Politics, and Spectacle in the Olympics and the Football World Cup. Edited by Alan Tomlinson and Christopher Young</p> <p>Football and economy. UEFA: The European Club Footballing Landscape</p> <p>FCB: The First 1 Billion Dollar Team?</p> <p><i>Reading and class discussion:</i> The Impact of COVID19 on European Football.</p> <p>The Impact of COVID19 on FCB</p>	<p>Visit to an FC Barcelona ‘Penya’ <i>Field trip class</i> on location in a traditional Social Club of FC Barcelona supporters</p>	<p>Week 8 HLG</p> <p>Friday (tutoring hours for ethno projects)</p>

<p>Week 9 FGS</p>	<p>Film: <i>Messi (2014, De la Iglesia)</i> <i>Reading and class discussion:</i> A star is born, the origins and making of L. Messi</p> <p>Hunter, Graham. 2012. <i>Barça. The Making of the Greatest Team in the World. The Making of Messi</i></p> <p>Football marketing, celebrities and Social Media <i>Reading and class discussion:</i> Shobe, Hunter. 2006. <i>Place, Sport and Globalization: Making sense of la marca Barça</i></p> <p>Guerrero, López & Haynes on media narratives</p>	<p>Oral presentations of ethnographic projects (I)</p>	<p>Week 9 HLG</p>
<p>Week 10 FGS</p>	<p>Oral presentations of ethnographic projects (II)</p>	<p>Final exam</p>	<p>Week 10 HLG</p>

- 1) Historical approach (include modern sports, but, particularly, the history of football and football in Spain);
- 2) Political;
- 3) Sociological (sports as a way to do what, modern conception of sports, social order representation, specialization)
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