Course Syllabus: Sketches of Spain: Spain’s top brands and industries and their cultural and business implications.

**Language of Instruction:** English  
**Professor:** Blanca Fullana  
**Professor’s Contact and Office Hours:** On-demand: blanca.fullana@upf.edu  
**Course Contact Hours:** 45 hours  
**Recommended Credit:** 6 ECTS credits  
**Weeks:** 5  
**Course Prerequisites:** None  
**Language Requirements:** None

**Time modules:** Monday to Thursday: 5:30 pm to 7:45 pm.

**Course Description:**  
The course analyses the historical, political, business, social and anthropological elements at work in the “import” and “export” of the Spain brand and its assets, as well as in the review of Spain’s main industries and businesses, leveraging the legacy and the opportunities that are at stake in recent and immediate contemporary contexts. The goal of the course is a descriptive and critical reflection on the notion of Spanish brands and their equity exploits across the globe; their distinctive traits, the diversity of mixed cultures, identities and realities the country portrays and how the communications world has shaped and can still shape the competitiveness of the potential and capabilities at hand. The course questions Spain’s unique attributes; moreover it aims at debating around the symbols and the strategic brand discourses of Spanish businesses and institutions. The course is best suitable for advertising, public relations and communications students, as well as for humanities, business and economics and political sciences majors.

**Keywords:** Spain, Spanish identity, “Spanish-ness”, identities, historical and cultural processes.

**Learning Objectives:**  
At the end of the course, the student:

- will have a general understanding of Spain’s main “selling points”, in review of the major assets, values and “products” holding its patrimony and richness
- will have acquired knowledge of Spain’s differentiating features and of the contemporary challenges in the portrayal of Spain’s brands competitiveness.
- will have received an introduction to the basic elements of brand integral communications processes as well as being able to exercise and propose strategies and activity based on real hometown case studies.

**Course Workload**  
The course is divided into lectures, discussions, and small workshops. Students should be prepared to read articles in English (Spanish language useful) and prepare small presentations on some of the topics proposed.
Methods of Instruction:
The course includes both lectures and field trips. Two-hour class sessions are normally divided into one-hour lecture and one-hour seminar. During field trips students are expected to take notes and treat field studies as a normal lecture class.

Method of Assessment
Class Participation: 15 %
Fieldtrips and seminars reporting: 20 %
Class group presentation: 15 %
Final Paper: 50 %

Absence Policy
Attending class is mandatory and will be monitored daily by professors. The impact of absences on the final grade is as follows:

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<tr>
<th>Absences</th>
<th>Penalization</th>
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<tr>
<td>Up to two (2) absences</td>
<td>No penalization.</td>
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<tr>
<td>Three (3) absences</td>
<td>1 point subtracted from final grade (on a 10 point scale)</td>
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<td>Four (4) absences</td>
<td>2 points subtracted from final grade (on a 10 point scale)</td>
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<tr>
<td>Five (5) absences or more</td>
<td>The student receives an INCOMPLETE for the course</td>
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The BISS attendance policy does not distinguish between justified or unjustified absences. The student is deemed responsible to manage his/her absences. Emergency situations (hospitalization, family emergency, etc.) will be analyzed on a case by case basis by the Academic Director of the UPF Summer School.

Classroom Norms:
- No food or drink is permitted.
- There will be a ten-minute break during the class.
- Students must come to class fully prepared.

Course Contents:

1. Building Brand Equity.
The necessary collaborative network between business, institutions and society. An introduction to corporate communications and the synergies and opportunities generated in the context of Spain’s capabilities.

1.1. Brand equity: the concept
1.2. Spanish brands –what we know and don’t know the country is good at

(Week 1: Class seminar and exercise: Research and brainstorming, classification and ranking of Spanish brands and Spain’s main industries)
2. **Triangulation of Institutional, Social and Corporate efforts in the shaping of place branding. The BARCELONA city brand case study: 25 years of on-going successful campaigning.**

2.1. Capitalizing the Barcelona brand. Why?
2.2. The retro-feeding cycle. Analyzing the Barcelona iconic brands and its relationship with the city brand. (BARÇA and BARCELONA WORLD RACE)
2.3. Political and institutional brand building for the city’s competiveness: from the Olympic Games to the World Mobile Congress.
2.4. The new reputation challenges of the Barcelona brand (BARCELONA GLOBAL UNIVERSITIES Global Initiatives, among others)

2.5. Barcelona’s pull industries today. The world of Design and Ideas.
2.6. Art, Architecture and Associative Culture. The museology concept of institutions such as CCCB, MACBA or MNAC. (Guided Visit)
2.7. Festivals and Fairs. Business industries international fairs. (FIRA de BARCELONA)
2.8. Music and Creativity Festivals. The SONAR case study review.

(Weeks 2 and 5: Class Team work and presentations: The strategic new positioning for Barcelona. Programmed: field trips and/or external speakers)

3. **The consequences and opportunities of being “small”. The influence of a globalized context in the shaping of local brand positioning. Creating competitive identities through values beyond volume.**

3.1. Beer industry segmentation and “international” challenge: A sense of belonging and heritage: DAMM vs MORITZ, MAHOU’s central potential. The southern identity of CRUZ CAMPO
3.2. Shoe industry global brands: MANOLO BLAHNIK –made in Spain-, CAMPER’s creative and innovation processes,... Spanish Leather and Design.
3.3. Fashion industry leadership: Freedom of speech CUSTO, DESIGUAL. The pioneering distribution of the ZARA empire.

(Week 3: Class seminar: How global brands come to focus in Spain and vice versa. Programmed: external speaker))


4.1. Notes from the Spanish Family Institute. Overlook of examples: from Rum BACARDI and the Cuban colonization to the ingenious simple idea behind today’s candy stick giant: CHUPA-CHUPS.
5. **Home-made IDENTITY: Influencing outreach vs impact.** The unmathematical equation between Quality and Quantity. Considering resources & capabilities. Communication strategies: from market-share to mind-share focus.

5.1. Implications & Responsibilities: Community outcomes. The ability to produce competitively, locally. The example of the Wine industry.

5.2. Art-Cusine: EL BULLI (Ferran Adrià) case study of a global brand campaign.

(Week 4: What’s the value? Discussion on the basis of competitiveness Spain. Workshop and seminar)

6. **THE CREATIVE MARKETING MIX in Spanish brands**

6.1. Review of famous Spanish advertising campaigns

6.2. The art of storytelling in Spanish traditional and contemporary communications

6.3. "Inventio": the Aristotelic application of rhetoric in the elaboration of distinct brand discourses.

6.4. Contemporary Audiovisual and other creative tools (mappings, virtual reality and other technology-based opportunities)

7. **Perception in attributes and assets: industries, skills and forefronts of Spain’s selling points.**

7.1. Mapping of Spain’s businesses and main industries

(Week 5: Various in-class Videos and Examples. Class seminar: Spain, why visit it/invest in it/’buy’ it? Key aspects of the attractive/detractive assets of Spain)

8. **COURSE FINAL PAPER:** Essay where students will individually work on a Spanish brand of choice, through-out the course and thus, adopting courses’ learnings and instructions.

Bibliography: (Reference bibliographic materials and articles for further development on the ideas portrayed in the course will be submitted during the first day of the course).

No pre-reading materials or titles are required.

Last revised, January 2018 //