Language of Instruction: English

Professor: José Fernández Cavia and Sara Vinyals Mirabent

Professor’s Contact and Office Hours: Contact: sara.vinyals@upf.edu and jose.fernandez@upf.edu. Office hours: Wednesday from 11h. to 12h.

Course Contact Hours: 15 hours

Recommended Credit: 2 ECTS credits

Weeks: 1 week

Course Prerequisites: None

Language Requirements: Students need a sufficient English level to follow the course

Time modules: 1-1-A

Course Description:
Barcelona receives more than 7 million international visitors every year. Like other European cities, Barcelona’s growth and relevance in the territory’s economic development have positioned the city in a highly competitive globalized context. This growth does not only refer to the tourism activity, but also to the power of attracting investment, to favor exportations, to attract new human talent to live in the city, etc. This reality advocates the adoption of branding techniques to manage and promote a strong and rich city image, a source of symbolisms desired by all its publics.

This course focuses on the understanding of the new symbolic role of the territory and explores the difficulties to compose a coherent brand image that represents the complexity of the place. The case of Barcelona will guide the students to understand and apply the knowledge acquired in the theoretical lectures and further case studies of reference.
Learning Objectives:
At the end of the course, the student...

- will have acquired the fundamentals of Place Branding, its challenges, and its main focuses of action.
- will have learned the role and contribution of the different stakeholders in building contemporary city brands.
- will be able to critically analyze communication sources to identify weaknesses, threats, opportunities, and the strengths of a city’s image strategy.

Course Workload
The course is divided into lectures, case studies discussions, and field research project. Additional reading material will be provided during the course for the students to increase their knowledge on the different topics. Students should be able to use all the theoretical content presented during the lectures, the case studies and the additional reading material to their own project about the case of Barcelona.

Methods of Instruction:
The course includes both lectures and case studies in a two-hour session, and an additional one-hour practical session. On the one hand, the two-hour class sessions combine the theoretical lecture with the case study discussion related to the previous content. The students should read the additional reading material prior to the class. On the other hand, the practical classes will focus on working on the field project and discussing with the classmates its progress.

Method of Assessment
Class Participation: 30 percent
Final Project: 70 percent

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

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<thead>
<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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<tr>
<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 two-hour class.
- Students must come to class fully prepared.

### Course Contents:

#### Session 1. Introduction (Mon, Jul. 9th)

Introduction. Syllabus, assessment and home-readings.
Content. Past and present of European cities.
Content. European cities competing internationally.
Content. Barcelona’s growth in the last century.
Case study: Barcelona’s past and present.
Reading material: compilation of different materials including press articles.

#### Session 2. Territory, places and global cities (Tue, Jul. 10th)

Content. The XXIst century, the era of consumption society.
Content. The symbolic value of the territories.
Content. Living in a global world, aiming for local identities.
Case study: The key success factors of ‘IAMSTERDAM’.
Field research project: applying the theoretical content to the case of Barcelona.
Reading material: compilation of different materials.

**Session 3. Branding places, stakeholders and co-creation** (Wen, Jul. 11th)
Content. Branding places, techniques borrowed from marketing.
Content. The complexity of contemporary city brands.
Content. Stakeholders contributing to the co-creation of the global city image.
Case study: Oslo, ‘ON BRAND’.
Field research project: applying the theoretical content to the case of Barcelona.

**Session 4. Places to live or to visit? The tourism challenge** (Thu, Jul. 12th)
Content. Positive and negative impact of tourism in the city.
Content. How to make tourism activity sustainable.
Content. Barcelona’s tourism controversy.
Case study: Venice, the tourist city.
Field research project: applying the theoretical content to the case of Barcelona.
Reading material: fragment of *Venice, the tourist maze. A cultural critique of the world’s most touristed city* (Davis & Marvin, 2004).

**Session 5. Place and destination branding communication** (Fri, Jul. 13th)
Content. The key factors to strengthen a place’s image.
Content. Communication sources and actors.
Case study: Barcelona global image (assembling the students’ field research project).
Field research project: students’ oral presentations.
**Required Readings:** The professor will assemble a coursepack/or indicate mandatory textbooks’ fragments.

**Recommended bibliography:**


Last revised, January 2018