

Course Syllabus- Culture and Business: Spain's Top Brands

Language of Instruction: English

Professor: Blanca Fullana

Professor's Contact and Office Hours: on-demand, via e-mail

Course Contact Hours: 45 hours

Recommended Credit: 6 ECTS credits

Weeks: 4

Course Prerequisites: None/indicate pre-requisites

Language Requirements: None/indicate pre-requisites

Course Description:

The course's goal is a descriptive and critical reflection on the notion of Spanish brands and their equity exploits across the globe; its distinctive traits, the diversity of mixed cultures, identities and realities the country portrays and how communications and advertising has shaped and can shape the competitiveness of the potential and capabilities at hand.

The course will address and debate around questions such as Spain's unique attributes and assets and create debate around the symbols and the strategic brand equity discourses of a diversity of 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.

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 brand equity concept and the basic elements of brand integral communications processes as well as being able to exercise and propose strategies and activity based on real 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:

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

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.
- 2.3. Political and institutional brand building for the city's competitiveness. (Fira de Barcelona, Mobile World Congress and Mobile World Capital Foundation, Barcelona Global..)
- 2.4. The new reputation challenges of the Barcelona brand
- 2.5. Barcelona's pull industries today. The world of Design and Ideas.
- 2.6. Art, Architecture and Associative Culture. Circular and Bio Economy.
- 2.7. The museology concept –meta/communications organizations- (CCCB, MACBA, MNAC, Design Hub Barcelona, .. (Guided Visit)
- 2.8. Festivals and Fairs. Business industries international fairs.

(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 “local”. The influence of a globalized context in the shaping of local brand positioning. Creating competitive identities through values beyond volume. (Barça, Barcelona Tech City: various start-ups..)

- 3.1. Unique businesses and organizations - A sense of belonging and heritage
- 3.2. Main stream global brands _ creative and innovation processes.
- 3.3. Local Entrepreneurships.
- 3.4. Hosting Global brands.

(Week 3: Class seminar with external speaker))

4. Family business in Spanish corporate tradition. The conception of management. Representation and influence in Spain’s economy and overall equity. The “I” factor: applying the innovation thought process in Spanish business strategies.

- 4.1. Notes from the Spanish Family Institute.
- 4.2. Overlook of specific family businesses case studies (Bacardi, Chupa Chups, Zara)

5. Home-made IDENTITY: Influencing outreach vs impact. The balance between Quality and Quantity. Considering social and community 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-Cuisine-Territory-Culture (El Bulli Foundation, The Hidden Factory, A.Miralda..)

6. TRENDS IN – INTEGRAL COMMUNICATIONS TOOLS MIX

- 6.1. Review of famous Spanish advertising campaigns (Damm, Sonar, Seat..)
- 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)

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

7. Review SPAIN’S Top Industries –Future Challenges and Opportunities. (Class Workshop)

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 2019