

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

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**Language of Instruction:** English

**Professor:** Blanca Fullana Fernández

**Professor's Contact and Office Hours:** On-demand: via email

**Course Contact Hours:** 30

**Recommended Credit:** 4 ECTS credits

**Weeks:** 2

**Course Prerequisites:** None

**Language Requirements:** English fluency. Spanish, not necessary but a plus.

### **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, highlighting Barcelona's thrust and pioneering leadership in a diversity of fields. The course will focus the 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: 10 %

External Case presentations/seminars reporting: 20 %

Final Paper: 70 %

**Absence Policy:**

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

<b>Absences</b>	<b>Penalization</b>
Up to one (1) absences	No penalization.
Two (2) absences	1 point subtracted from final grade (on a 10 point scale)
Three (3) absences	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 Barcelona International 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:**

**Week ONE:**

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

(Day 1: Class lecture and open 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 Barcelona iconic brands and its relationship with the city brand.

2.3. Political and institutional brand building for the city’s competitiveness.

(Barcelona Activa, Fira de Barcelona, Tourism Barcelona, Mobile World Congress and The Mobile World Capital Foundation, Barcelona Global, etc..)

2.4. The new reputation challenges of the Barcelona brand

(Days 2 to 3: Lectures and seminar: The strategic new positioning for Barcelona. Programmed: external speaker)

3. The consequences and opportunities of being “local”. The influence of a globalized context in the shaping of local industries’ positioning. Creating competitive identities through values and creative innovation. (Design Hub Barcelona, Palo Alto District Barcelona, Barça, CAR, Barcelona Tech City, CCCB, Fundació Miró, Primavera Sound ..Barcelona’s pull industries today.

- 3.1. The world of Design and Ideas
- 3.2. Gaming international industry hub
- 3.3. The Sports&Innovation vision
- 3.4. The start-up tech and digital capital
- 3.5. The Arts & Architecture heritage
- 3.6. Festivals, Music & Entertainment pioneering thinking

(Days 4 to 5: Lectures and open discussion: Review of real case studies and projects)

## **Week TWO:**

4. Family business in Spanish corporate tradition. The conception of management. Representation and influence in Spain’s economy and overall equity. The question of Leadership and Management within.

- 4.1. Notes from the Spanish Family Institute. Spain’s traditional leadership.
- 4.2. Overlook of specific and diverse family businesses originated in Spain. Heritage and strategy (Moritz, Bacardi, Danone, Chupa Chups, Zara...)

(Day 6: Class lecture and open exercise: Challenges and Opportunities / Advantages and Disadvantages of knowing the boss)

5. IDENTITY and VALUE: 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 (DOs across the country)
- 5.2. Spain’s Health Plan
- 5.3. Tapas, Mediterranean Diet & Food Industry’s traditional and new players (Top Chefs propositions, Glovo, Veritas, ..)
- 5.4. Overlook of specific and pioneering home-made brands (El Bulli Foundation, DAMM, Seat...)

(Day 7: Class lecture and open exercise: Creative class workshop)

6. TRENDS IN – INTEGRAL COMMUNICATIONS TOOLS MIX

- 6.1. Review of famous Spanish advertising campaigns (Sónar, Vueling, Movistar ...)
- 6.2. The art of storytelling, messaging and content building. Traditional and contemporary communications tools -press office and social networks-

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

(Days 8 and 9: 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)

(Day 10: Wrap-up and opened seminar: The strategic new positioning for Barcelona. Programmed: external speaker)

COURSE FINAL PAPER Debrief: 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 course).**

No pre-reading materials or titles are required.

**Optional Recommended bibliography:**

- N, N. *No Logo. The power of brands*. Reedited 2010. KLEI
- NBERGER, M. *Brand Society. How Brands Transform Management and Lifestyle*. Cambridge: University Press, 2010. KOR
- E KELLER, Kevin. *Strategic Brand Management: Building, Measuring and Managing Brand Equity* (4<sup>th</sup> edition), 2012. LAN

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