

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

---

**Language of Instruction:** English or Spanish

**Professor:** Blanca Fullana

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

**Course Hours:** 45 hours Mondays through Fridays from 3 to 5:15pm.

**Recommended Credit:** 6 ECTS credits

**Weeks:** 4 weeks July3rd to July28th, 2023

**Course Prerequisites:** None/indicate pre-requisites

**Language Requirements:** Recommended level in the European Framework B2 (or equivalent: Cambridge Certificate if the teaching language is English, DELE or 3 semesters in the case of Spanish)

### 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 in the distinctive traits, the diversity of mixed cultures, identities and realities that the country and specifically the city portray and how brand equity and cutting-edge communications have shaped and can shape the competitiveness of the potential and capabilities at stake.

The course will address and debate around questions such as Spain's and Barcelona'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 communications students, as well as for humanities, business and economics and sociology and political sciences majors.

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

- will have a general understanding of Spain's and Barcelona's main industries and sectors of reference and excellence worldwide by the 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, and small workshops or discussions. Students should be prepared to read articles in English (Spanish language useful but not necessary) and prepare small presentations or ideas on some of the topics proposed.

**Methods of Instruction:**

The course includes both lectures and seminar classes adopting when possible participative learning tools such as Kahud. It is also possible that the class will be taken out on a field trip at least once during the course. Two-hour class sessions are normally divided into one-hour lecture and one-hour seminar. During field trips and/or class visitors students are expected to take notes and treat field studies as a normal lecture class.

**Method of Assessment:**

Class Participation: 15 %

External Case presentations/seminars reporting: 25 %

Final Paper: 60 %

**Course program (\*):****Week ONE:**

1. Building BRAND EQUITY. Introduction to the course's contents and reasons why. 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

(Days 1 and 2: 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. TOURISM AND STAYS.

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.

Resources and references from: Barcelona Activa, Fira de Barcelona, Tourism Barcelona, Mobile World Congress and The Mobile World Capital Foundation, Tech Barcelona, Barcelona Global, etc..

2.4. The new reputation challenges of the Barcelona brand

2.5. The start-up tech and digital capital

(Days 3 to 4: Lectures and seminar: The strategic new positioning for Barcelona.

Day 5 Programmed: visit to Tech Barcelona/Pier01 or The Collider Innovation Hub)

**Week TWO:**

3 part I. TOP SECTORS: CULTURE The consequences and opportunities of being "glocal". The influence of a globalized context in the shaping of local industries' positioning. Creating competitive identities through values and creative innovation. References include: Design Hub Barcelona, Palo Alto District Barcelona, CCCB, Fundació Miró, Ateneu Barcelonés, Planeta,.. a selection of references to Barcelona's pull industries today.

3.1. The world of Design and Ideas

3.2. The Arts & Architecture heritage

### 3.3. The Editorial and Writers Business

(Days 6 to 8: Lectures and open discussions: Review of real case studies and cultural innovative projects. Day 7: Programmed field trip to one of today's most innovative cultural and arts residency and research center, based in factories and buildings of the unique Modernism style of Barcelona: Casa Rius, Fabra&Coats, Hangar, etc. Day10: Team Presentations on week's fieldtrip and class contents)

## Week THREE:

3 part II. cont. TOP SECTORS: ENTERTAINMENT The consequences and opportunities of being "glocal". The influence of a globalized context in the shaping of local industries' positioning. Creating competitive identities through values and creative innovation. References include: Sónar, Barça, CAR, Game Center Barcelona, Primavera Sound, etc. ..Barcelona's pull industries today.

- 3.4. Festivals, Music & Entertainment pioneering thinking
- 3.5. Gaming international industry hub
- 3.6. The Sports&Innovation vision

(Days 11 and 12: Lectures and Class contest-gaming experience: Review of real case studies and innovative projects. Day 13: External Speaker conference and debate.)

## 4. TRENDS IN – INTEGRAL COMMUNICATIONS TOOLS MIX

- 4.1. Communication strategies: from market-share to mind-share focus. Review of famous Spanish advertising campaigns (Banco Santander, Vueling, Movistar ...)
- 4.2. The art of storytelling, messaging and content building. Traditional and contemporary communications tools -press office and social networks-
- 4.3. Contemporary Audiovisual and other creative tools (mappings, virtual reality, metaverse and other digital technology-based opportunities (Playmodes, Broomx, ...))

(Days 14 and 15: Class lecture Day 15 Informal talk with Spanish Entrepreneurs - Meet&Greet session- )

## Week FOUR:

5. 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.

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

6. IDENTITY and VALUE: FOOD AND LIFESTYLE. “Spain is different” Influencing outreach vs impact. The balance between Quality and Quantity. Considering social and community resources & capabilities.

6.1. Implications & Responsibilities: Community outcomes. The ability to produce competitively, locally. The example of the Wine industry (DOs across the country)

6.2. Tapas, Mediterranean Diet & Food Industry’s traditional and new players (Top Chefs propositions, Glovo, Veritas, ..)

6.4. Overlook of specific and pioneering home-made brands (El Bulli Foundation, DAMM, Seat...)

(Days 16 to 18. Class lectures including live conference from a winery in Northern Catalonia: Creative class workshop)

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

(Days 19 and 20: Working class canvas. List of Brands and Industries. What’s the end-value of a brand? Conclusions on the basis of competitiveness and differentiation. Workshop and seminar)

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.

**(\* DURING THE COURSE, THE CLASS GROUP WILL ALSO PARTICIPATE IN THE OVERALL GENERAL CALENDAR OF ACTIVITIES OF THE STUDY ABROAD PROGRAM, ADAPTING LECTURES TO SOME OF THE ACTIVITIES TAKING PLACE. Check BAPISS Program of Activities.**

### 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 three (3) absences	No penalization.
Four (4) absences	1 point subtracted from final grade (on a 10 point scale)
Five (5) absences	2 points subtracted from final grade (on a 10 point scale)
Six (6) 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.

**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:**

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

**Last revised, January 2023 //**