Language of Instruction: English
Professor: Blanca Fullana
Professor’s Contact and Office Hours: On-demand: via email
Course Contact Hours: 45
Recommended Credit: 5 ECTS credits
Course Prerequisites: None
Language Requirements: None

Course Description:
The course analyses the historical, political, business, social, anthropological and aesthetic at work in the “import” and “export” of the Spain brand and its assets and 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 course’s goal is a descriptive and critical reflection on the notion of Spanish brands and of what denotes (or qualifies) as the condition of being "Spanish", when and why to use its distinctive traits, the diversity of mixed cultures, identities and realities the country portrays and how the communications world has shaped and can shape the competitiveness of the potential and capabilities at hand.
The course will address and debate around questions such as: what is “Spanish-ness” Perceptions in and outside Spain? Symbols and strategic brand discourses of Spanish businesses and institutions?
The course is suitable for both advertising, public relations and place branding interest students, as well as business administration, economics 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 competitiveness.
- will have received an introduction to the basic elements of brand building and the affecting specifications surrounding Spanish businesses and institutions.

Course Workload
The course is divided into lectures, discussions, and small workshops. Students should be prepared to read articles in both Spanish and English 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 percent
Fieldtrips and seminars reporting: 20 percent
Final Paper: 65 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:

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<tr>
<th>Absences</th>
<th>Penalization</th>
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<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 UPF Summer School 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:

Course program:

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

(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. Analysing the Barcelona Football Club: BARÇA brand and its relationship with the city brand.
2.3. Political and institutional brand building for the city’s competitiveness: from the Olympic Games to the World Mobile Congress.
2.4. Barcelona’s pull industries today. The world of Design, BioMedicine and Animation!
2.5. The new challenges of the Barcelona brand (Barcelona Global Lobbying initiative)

(Workshops and seminars: The strategic new positioning for Barcelona. Programmed: field courses and/or external speakers)

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

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

(Class seminar: What’s the value? Discussion on the basis of competitiveness in and out Spain)


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.

(Workshop and seminar: Programmed: external speaker)


5.1. The Infra-structures, Telecommunications & Banking strengths. An overlook of the global influence of Spanish corporations such as TELEFONICA / MOVISTAR.
5.2. The Energy potential. From light and gas exploitation to the solar opportunity.
5.3. Re-designing Spain’s legacy. Re-definition of the Tourism industry: The Climate Factor among others.

(Case study analysis: How global brands come to focus in Spain and vice versa. The examples of NIKE and BUFF campaigns in-and-out Spain)

6. PARTICIPATION & MARKETING MIX: from bottom-up

6.1. Review of famous Spanish advertising campaigns
6.2. The art of storytelling in Spanish traditional and contemporary communications
6.4. Well told Spanish stories: from MORITZ to the SONAR Music Festival.
7. SPAIN IS DIFFERENT! The Avant-garde and Spanish way of life. Inspirations of a distinct way of understanding existence. Examples of the promotional consequences of such a claim. The intangible products of Spain: talent and experience!


7.3. The Sports footprint and the role-models in the promotion of Spain.

7.4. Art-Cusine: The Bulli (Ferran Adrià) case study of a global brand campaign.

7.5. Spain, where else?

(Class seminar: Spain, why visit it? Key aspects of the attractive/detractive hosting assets of Spain)


8.1. Hosting services, festivals and fairs. The Mobile World Congress and the Bride’s industry leadership examples.

8.2. Synergies and Endorsement: understanding new Century "sponsorship & promotion”. The Barcelona Ocean Race/FNOB case study.

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

(Class seminar and field trip: “Products” of Spain - What’s on the mind of Spanish stakeholders in and out Spain?)

9. Analysing the Spanish brand. Perception in attributes and assets: industries, skills and forefronts of Spain’s selling points.

9.1. Mapping of Spain’s business communications community

(Class seminar: landscape, major ad players, freelancers & pr network including major media outlets and influencers. Overall organization of the sector in Spain today. Programmed field course and/or external speaker)

10. COURSE FINAL PROJECT and PAPER: Essay where students will individually work on a Spanish brand of choice.

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, March 2017 //