Course title: Global Culture and Marketing of Football Club Barcelona

Language of instruction: English
Professors: Frederic Guerrero, Hibai López
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Course contact hours: 45
Recommended credit: 3 US credits-6 ECTS credits
Course prerequisites: There are no pre-requisites for the course although it is mainly addressed to students interested in the social and cultural realities surrounding sports.
Keywords: Sport, Football, Cultural Studies, Barcelona, Marketing
Language requirements: None

Course focus and approach: This is a course that analyzes the key role of football in the European context within the framework of cultural studies, focusing on the historical, sociological and political issues tied to a specific case study: Football Club Barcelona. The course develops critical tools to interpret the significance of sport in the modern era, by highlighting the implications a brand like FCB has in social, cultural and media contexts.

Course description: European football (soccer) has become a major cultural vehicle in the global world, both in terms of economical impact and social influence. This course focuses on the links between the game and the different dimensions that surround it: media coverage, symbolic value, political targeting, public and corporate policies... FC Barcelona is a unique example that embodies the representation of Catalanian national identity while arguably being the most accomplished team of the 21st century: its significance goes beyond the game itself, blending with global marketing strategies and transnational fandom. We will make the best of being in Barcelona, an evolving and differential city, in order to better understand football as a controversial issue within contemporary popular culture.

Learning objectives: By the end of the course, students will be able to:

Understand the social, cultural and economical issues that shape football as a key Catalan, Hispanic and European phenomenon.

Develop a critical view of the game’s media coverage and the different communication strategies involved.

Get to know the game’s aesthetics in a deeper level, learning to interpret the styles and structures of football along with its inner symbolism.
Grasp the links between Barcelona as a contemporary global city and FC Barcelona as a unique team—and club—in football’s history.

**Course workload:** The course combines readings with projections and specific field-studies (related to how football is experienced in the city).

**Teaching methodology:** The course is based on theoretical classes the content of which will be further developed in a series of task assignments, such as reporting on the media coverage, writing critical essays and making interviews. Other activities involve an *on-site class* in FC Barcelona’s Museum in Camp Nou Stadium. Two scholars will be involved in the course, in order to properly intertwine a comparative approach to the subject: the cultural, historical and symbolical aspects of FC Barcelona (Prof. Frederic Guerrero) combined with the sociological, marketing and media perspective of sport as a whole (Prof. Hibai López).

**Assessment criteria:** The course’s assessment will evaluate four inputs: a midterm exam (30%), a final exam (30%), and a research project in the form of a *pechakucha* presentation (30%), along with class participation (10%).

**Absence policy:** After the add/drop, all registrations are considered final and **HESP Absence Policy** begins to apply.

*Attending class is mandatory and will be monitored daily by professors. Missing classes will impact on the student’s final grade as follows:*

<table>
<thead>
<tr>
<th>Absences</th>
<th>Penalization</th>
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<tbody>
<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>
</tr>
<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 (“NO PRESENTAT”) for the course</td>
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*The PEHE/HESP 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 HESP.*

**Classroom dynamic:** Students will have a ten-minute break in the middle of the standard two-hour sessions.
### Selected bibliography:


