**Course title:** Global Marketing and Culture of Football Club Barcelona

**Language of instruction:** English

**Professors:** Manuel Garin, Hibai López

**Professors’ contact:** manuel.garin@upf.edu / hibai.lopez@upf.edu

**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 Catalonian 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 analyzing games, reporting on the media coverage, writing critical essays and making interviews. Other activities involve on-site classes in FC Barcelona’s Museum in Camp Nou Stadium, as well as field study trips to social gatherings where games are watched and discussed in a critical way. Two scholars will be involved in the course, in order to properly intertwine a comparative approach to the subject: the cultural, symbolic and historical perspective (Prof. Manuel Garin) combined with the sociological, marketing and media perspective (Prof. Hibai López).

**Assessment criteria:** The course’s assessment will evaluate four inputs: a midterm essay (30%), a final exam (30%), and an ethnographic research project (40%), along with class participation.

**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>
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<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.
**Weekly schedule:**

| Week 1 | Football: A Critical Perspective  
Class discussion: CBS 'Sixty Minutes' Report on FC Barcelona + Commercials | How to Interpret Game Concepts  
Reading and class discussion: Vicente Verdu, Vázquez Montalbán, M. Perarnau |
| Week 2 | Total Football and The FCB' Style  
Reading and class discussion: Jonathan Wilson's 'Inverting The Pyramid' | LaMasia: values, methods, output  
Reading and class discussion: Martí Perarnau in Senda de Campeones |
| Week 3 | Main Archetypes and Narratives  
Reading and class discussion: D. Torres on Mou / G. Balagué on Guardiola | Global Hopes, Global Problems  
Reading and class discussion: Simon Kuper, Juan Pablo Meneses, Axel Torres |
| Week 4 | Football and The Visual Arts  
Reading and class discussion: Selected scenes from films, anime and videoart | Football and Literature I: Players  
Reading and class discussion: Mario Fontanarrosa, Nick Hornby, Bill Buford |
| Week 5 | Football and Literature II: Fans  
Reading and class discussion: Roberto Fontanarrosa, Nick Hornby, Bill Buford | Sports & Media I  
Reading and class discussion: Boyle & Haynes on media sport |
| Week 6 | Sports & Media II  
Reading and class discussion: Sport as a commodity (Paul Hoch) | Social Media and Globalization of FC Barcelona  
Reading and class discussion: López, Guerrero & Haynes on media narratives |
| Week 7 | Ethnographic Research  
Tutored Hours – Session A | Visit to FC Barcelona Museum  
On-site class discussion at Camp Nou and the FC Barcelona Museum |
| Week 8 | FCB: History and society  
Reading and class discussion: Gargallo, Santiago on FC Barcelona greatest celebrities | United States versus Europe I  
Reading and class discussion: The Sun & The Daily Mirror / On Heroification |
| Week 9 | United States versus Europe II  
Reading and class discussion: Guttmann Talent recruitment, competitive balance | Ethnographic Research  
Tutored Hours – Session B |
| Week 10 | Why Sports Matter I  
Reading and class discussion: Elias and Dunning on the process of civilization | Why Sports Matter II  
Reading and class discussion: Bale and the landscapes of sport |
| Week 11 | Final Exam | Ethnographic Research Presentations |

**Selected bibliography:**