

COURSE: BRANDS AND CULTURE

Language	English
Level of Spanish required	No level required
Hours of class	45 hrs.
Credits	6 ECTS

Course description

Global markets, international corporations, digital communications and media convergence, among other factors of the process of globalization have defined a new ecosystem of Marketing, Advertising and Branding.

Also, Popular Culture is a great influence to those areas, as one of the most popular topics and a cohesive idea for collective or generation imaginaries.

The aim of this course is to understand this influence, and to take a look at the representation and construction of different Brands, and cultural ideas in the new Spanish context through case studies (local and global Brands).

The learning objectives of this course are: to understand and explain major issues of Brands (understood as products, services or institutional ones); to analyse the specific importance of technological and digital changes; to redefine international communication and marketing terminology in the light of 21st century changes, and to identify and express the intercultural strategies we use for cultural understanding in global branding and to engage with the consumer groups and population. This course examines major issues related to new topics in Popular Culture and Brands: From traditional mass media advertising and marketing processes to the new converged storytelling and transmedia advertising, from the newest trends on social media to the historical and cultural background of the country itself.

The course will be divided in two main independent and alternating sections. The first one will focus on the basic fundamental concepts related to Branding, Marketing, Advertising and Popular Culture Studies; and the second one will take different topics and case studies, as the Barcelona Brand (putting the city on the Map) before and after the Olympics; Madrid (both the Olympics and the World Cup candidatures cases); Football Club Barcelona as an ambassador of Spain and Soccer; Zara, Custo Barcelona and the Spanish Fashion Design; The trendy Cook Style (the new Cooking and Mediterranean Diet era); or the new professional representatives in brands: Influencers and New Storytelling.

Methodology

Class will meet twice a week for 1:30 hours. Quick presentations are scheduled to summarize and further investigate the discussion topic of the week. Presentations will be done orally. The rest of the class work will involve traditional lectures, discussions and analysis. There will be also specific workshops where the students will reflect their learning process.

Attendance

Unjustified absences will affect the final grade. Students must attend approximately 80% of the classes. That means that every student should attend at least 11 of the 14 classes during the semester. If they don't, they won't have the right to do the final exam.

Assessment

Class participation: 10%

Oral Presentation: 10%

Workshops: 30%

Mid-term exam: 20%

Final work: 30%

Overview

Class Participation (10%): The teacher will take into account if the student makes major & original contributions that spark discussion, offering critical comments based on readings, research & attention in class. Attendance and punctuality are expected.

Oral Presentation (10%): Oral Presentations are scheduled to summarize and further investigate the discussion topic of the week. Presentations will be done twice and in pairs. Students should be able to show their capacity to introduce ideas and thoughts dealing with the topic, their ability to use language effectively, and their capacity to generate debate among the classmates. The teacher will organize the calendar of presentations at the beginning of the course. Each member of the pair will get the same grade.

Workshops (30%): Different activities such as:

- **Branding and Marketing Strategy (10%):** Each group (1-2 students) will re-think and re-define a Branding and Marketing new strategy for a Brand.
- **Transmedia workshop (10%):** Each group looks for a real case to make an analysis of the transmedia universe phenomenon, and tries to find a non-transmediatic brand case and imagines different actions for it.
- **Social media task (10%):** Since this course is also based in new kinds of media and storytelling, the student will have an assignment related to the social media: This task will be focused on the creation of different kind of advertising and marketing narratives through different multimedia platforms.

Mid-term exam (20%): The Mid-term exam will take place at the seventh week of the course and it will be based on the contents mastered on the First Part of the course.

Final work (30%): The final work will be delivered the last day of the course and it will be based on the contents mastered on the whole course. It is designed to test your abilities related to the amount of information you master, the accuracy of the information and the significance of the ideas that you present. The final work can be: A) An essay based on and analysis of a Spanish Brand marketing strategies, or B) An applied work based on the design a whole new marketing

and advertising campaign for a Spanish pre-existing or new Brand, using cultural trends and digital skills in different social media or platforms.

Syllabus

First Part: Non fiction

- Society and Consumption: New Consumer Groups
- Branding: from local to global Brands
- New forms of Advertising: From the Mass Media to the Digital Environments
- New Marketing and Communication Strategies
- The emergence of an Alternative Media: Media Convergence and Transmedia Storytelling
- Corporate Social Responsibility and Crisis Communication

Second Part: Fiction

- Cultural connections into the Spanish Brands
- Popular Culture as a Trend
- Intangible and immaterial Brands: Barcelona/Madrid Brands, FCB, and other popular cases
- Influencers: the new Spanish Ambassadors
- From “La Española” to the Global Spanish Brand Models
- The Brand Spain and other Cultural Imaginaries.

Main bibliography

- COFFEY, A.J. (2014). *The power of cultural factors in Spanish-language advertising*. Journal of Advertising Research, Vol. 54, Issue 3, Pages 346-355.
- ESPINAR-RUIZ, E., GONZÁLEZ, C. (2012). *Gender portrayals in food commercials. A content analysis of Spanish television advertisements*. Observatorio, Vol. 6, Issue 4, Pages 109-126.
- GARCÍA, S. C., GARCÍA, D. A., & BLANCO, T. P. (2017). Practices, skills and trends in digital advertising. The perspective of Spanish advertisers. *Revista Latina de Comunicación Social*, (72), 1648-1669.
- HARDIN, K. J. F. (1999). *Pragmatics in persuasive discourse of Spanish television advertising*. The University of Texas at Austin.
- JENKINS, H. (2004). The cultural logic of media convergence. *International journal of cultural studies*, 7(1), 33-43.
- KINDER, M. (1997). *Refiguring Spain: Cinema, Media, Representation*. Duke University Press: North Carolina, United States.
- O’SULLIVAN, E. L., & SPANGLER, K. J. (1998). *Experience marketing: strategies for the new Millennium*. Venture Publishing Inc.

- RIUS ULLDEMOLINS, J., & ZAMORANO, M. M. (2015). Spain's nation branding project Marca España and its cultural policy: the economic and political instrumentalization of a homogeneous and simplified cultural image. *International Journal of Cultural Policy*, 21(1), 20-40.
- SCHWARZL, S., & GRABOWSKA, M. (2015). Online marketing strategies: the future is here. *Journal of International Studies*, 8(2), 187-196.
- TAI, F. M., & CHUANG, S. H. (2014). Corporate social responsibility. *Ibusiness*, 6(03), 117.

Note: The teacher will tell you during the course which articles you'll have to read in order to do the oral presentation.