Course title: Branding and Cultural Icons: The Case of Barcelona (English)
Course code: MKTG 3002 BASP (ENG)
Programs offering course: Business and Culture, Economics and Culture, Global Architecture and Design, Language and Culture
Language of instruction: English
U.S. semester credits: 3.00
Contact hours: 45.00
Term: Spring 2020

Course Description

Barcelona is well known as a prototype for the new tourist city. Since it hosted the Olympic Games in 1992, Barcelona has remade itself, becoming one of the leading tourist destinations in the world. To do so, the city capitalized on its role as a leader in art and architecture, fashion and sports, and gastronomy. A key concept for understanding this process is the definition of City Branding and the development of key cultural icons, associated with the city's international representation. A cultural icon can be a person, an image, a logo, a symbol, a building. But what makes a cultural icon? How can you use cultural icons for branding a city, a product, or a service? In order to understand the impact of a cultural icon, we will study the city of Barcelona, typifying the cultural icons patterns: the creation of the Icon, its explosion, the mass influence that it creates and the timelessness that it acquires. We will also analyze the emotional connection that a cultural icon establishes with people and how this connection works in marketing and managing a city brand.

Learning Objectives

By completing this course, students will:

♦ Assess the importance of cultural Icons in the creation, marketing and managing of a city brand.
♦ Analyze the case of the Barcelona city brand and the cultural icons that have been used to make it successful.
♦ Analyze the connections between branding and the different dimensions of the urban space considering the context of the contemporary city.
♦ Apply marketing and managing strategies to design a city branding strategy.
♦ Formulate an integrated communications plan to reposition a City brand.

Course Prerequisites
Students should have a basic understanding of Business Strategy and Marketing.

Methods of Instruction

Lectures, guest speakers, fieldtrips, class debates, research activities and readings.

Assessment and Final Grade

1. Short Assignments 10%
2. Midterm Presentation 10%
3. Group Project 30%
4. Individual Project 30%
5. Class Participation 20%
TOTAL 100%

Course Requirements

Short Assignments

Short assignments are performed in class or as a result of a field trip. They are performed in small groups and they will be graded as a group. Groups will vary by assignment.
Midterm Presentation

Students are expected to complete the first half of their group project by the midterm. Grades will be assigned to the entire group.

Group Project

This is a fundamental part of the class. In this project students are expected to apply the class learnings to a real case of re-branding an aspect of the Barcelona City Brand.

5%. On brief. Is the project aligned with the project brief and includes all contents?

5%. Quality research. Has the team undertaken a complete research, understood Barcelona reality and brand perceptions, competitors and benchmarks?

5%. Creativity-Idea. Is the campaign idea impactful? Does it have potential to change the brand perception? Is it appropriate to the Barcelona brand and culture?

10%. Strategic thinking. Is the challenge/opportunity linked to a market opportunity assessed by research? Are the goals SMART? Are the actions linked to the goals? Have the relevant metrics been employed?

5%. Quality of presentation.

Individual Project

5%. On brief. Is the project aligned with the project brief and includes all contents?

5%. Quality research. Has the team undertaken a complete research, understood Barcelona reality and brand perceptions, competitors and benchmarks?

5%. Creativity-Idea. Is the campaign idea impactful? Does it have potential to change the brand perception? Is it appropriate to the Barcelona brand and culture?

10%. Strategic thinking. Is the challenge/opportunity linked to a market opportunity assessed by research? Are the goals SMART? Are the actions linked to the goals? Have the relevant metrics been employed?

5%. Quality of presentation.

Class Participation

Students are expected to participate actively in class. They will have the opportunity to contribute with open questions, comments, presentation of short group exercises and individual or group projects. The quality of the contributions will be judged according to its contribution to the class learning, and the link with the subject (8% Attentive in class; 5% Makes questions/participates; 7% Quality of contributions).

CIEE Barcelona Attendance Policy

Students are expected to attend all scheduled class sessions on time and be prepared for the day’s class activities. CIEE does not distinguish between justified or unjustified absences, whether due to sickness, personal emergency, inevitable transportation delay and/or other impediments. You are considered responsible of managing your own absences. Please keep in mind that exams, paper submission dates, presentations and any other course work deadlines cannot be changed.

No academic penalty will be applied if students miss up to 3 class sessions. If students miss up to 5 class sessions, students’ final course grade will drop 5 points out of 100 on the CIEE grade scale for each additional absence beyond 3 (for example a 95 will become a 90 if they reach the 4th absence, and an 85 if they reach the 5th absence). Students will automatically fail the course if they miss more than 20% of total class hours (i.e. if they exceed 5 absences).

For students who miss up to 20% of the total course hours due to extenuating circumstances, the Academic Director may allow for exceptions to the local attendance policy based on documentation such as proof of bereavement, religious observances, hospitalization etc.

Students arriving more than 10 minutes late to the class will be considered absent for a day.

Attendance

Regular class attendance is required throughout the program, and all absences will result in a lower participation grade. If a student misses a scheduled class session, they are responsible for catching up with the missed content before the next class meeting.
Regular class attendance is required throughout the program, and all absences will result in a lower participation grade for any affected CIEE course. Due to the intensive schedules for short-term programs, absences that constitute more than 10% of the total course will result in a written warning.

Students who transfer from one CIEE class to another during the add/drop period will not be considered absent from the first session(s) of their new class, provided they were marked present for the first session(s) of their original class. Otherwise, the absence(s) from the original class carry over to the new class and count against the grade in that class.

For CIEE classes, excessively tardy (over 15 minutes late) students must be marked absent. Attendance policies also apply to any required co-curricular class excursion or event, as well as to Internship, Service Learning, or required field placement. Students who miss class for personal travel, including unforeseen delays that arise as a result of personal travel, will be marked as absent. No make-up or re-sit opportunity will be provided.

Attendance policies also apply to any required class excursion, with the exception that some class excursions cannot accommodate any tardiness, and students risk being marked as absent if they fail to be present at the appointed time.

Absences will lead to the following penalties:

N.B. Course schedule is subject to change due to study tours, excursions, or local holidays. Final schedules will be included in the final syllabus provided to students on site.

**Weekly Schedule**

**Week 1**

**Class: 1.1 Course Introduction**

**Class: 1.2 Branding: What Is A Brand?**

Understanding the fundamentals of a Brand is one of the key pillars of this course. We will review what is a brand, and what is the brand value. We will work with the functional vs. emotional brand model and discuss the cases of Disney, Fairi, CK Jeans, Porche and Channel.


**Week 2**

**Class: 2.1 Branding Go-to-market**

We will review the go-to-market strategies for each type of brand and work on applying the Brand model to the real-life cases of both functional and emotional Brands

Reading: David Aaker. *Aaker on Branding* (Chapters 1 and 2)

**Class: 2.2 Segmentation Strategy**

We will define segmentation and evaluate the different segmentation models that exist, from demographic-based and product-oriented to attitudinal.

Reading: Miklos Sarvary & Anita Elberse. *Market Segmentation, Target Market Selection, and Positioning* (Case Study)

**Week 3**

**Class: 3.1 Segmentation Cases**

Students will put in practice the concept of segmentation by defining segmentation models for key categories such as Danone Yogurts or Oakley glasses among others.

**Class: 3.2 Session 6 Project Brief**

We will provide the structure both for the group project and individual project. This is a complete communication plan to rebrand Barcelona.

**Week 4**
Class: 4.1 External Speaker: Tourism Promotion Director Catalunya

Class: 4.2 Session 8 Barcelona Economy

We will review the economic history of the city and its current economic structure as key assets for the Barcelona Brand.


http://www.wired.co.uk/article/100-hottest-european-startups-2015-barcelona

Week 5
Class: 5.1 Communications: Brand Structure

Brands have different elements and each element performs a unique function. We will review the structure of the different Brand and communication elements and review the long and short term strategies and content for each of them.

Class: 5.2 Session 10 Brand Visual Identity and Icons

Identity and icons are the top elements of a brand. We will review what those are and what icons have driven city branding with a review of the cases of London and Paris.

Week 6
Class: 6.1 External Speaker: MWC PR Manager

The Mobile World Congress is a top gathering for the mobile industry worldwide. The global PR Manager for the MWC will provide a framework on global PR and will discuss the impact of this leading event on the city brand.

Class: 6.2 Midterm Group Project: Presentations

Week 7
Class: 7.1 Midterm Group Project: Presentations

Class: 7.2 Logotype and Visual System

We will review several cases of visual identity redesigns, analyze the strategy framework and define the key elements of success of each redesign. We will review in depth the case of MTV rebranding.

Week 8
Class: 8.1 Communications: Advertising

We will review the advertising brief and how to define an advertising strategy. The class will analyze the cases of Coca Cola, Volvo Trucks and the advertising for cities such as Amsterdam, London, New York and Barcelona.

Reading: Keith Dinnie. City Branding: Theory and Cases (Chapters 1, 10 and 15).

Class: 8.2 Barcelona Entrepreneurship

Barcelona is one of the top start-up cities in Europe. We will review this ecosystem and its agents.

Week 9
Class: 9.1 Brand Tone and Manner

Building on the Dove case, this class will discuss the importance and the deployment of a global tone and manner model.
We will visit the original Bacardi Factory in Sitges, near Barcelona, review the company history and get a deeper understanding on the brand building strategy for this unique company.

**Week 10**

Class: 10.1 Communications-Influence

Using influence and earned media to build the brand. We will discuss various causes related to city branding.

Class: 10.2 Deadline: Group and Individual Project

**Week 11**

Class: 11.1 Group and Individual Project Presentation

During this session we will combine the group presentations and the review of key concepts related to city branding. Some additional contents and cases will be introduced.

Class: 11.2 Group and Individual Project Presentation

During this session we will combine the group presentations and the review of key concepts related to city branding. Some additional contents and cases will be introduced.

**Week 12**

Class: 12.1 Company Visit: Barcelona Top Start-Up Incubator

Class: 12.2 Group and Individual Project Presentation

During this session we will combine the group presentations and the review of key concepts related to city Branding. Some additional contents and cases will be introduced.

**Week 13**

Class: 13.1 Wrap-up Session

**Course Materials**

**Readings**


**Online Resources**


http://www.wired.co.uk/article/100-hottest-european-startups-2015-barcelona/