

May Programme
Brand Barcelona; Marketing the Global City

Course contact hours: 45
Recommended credits: 6 ECTS – 3 US
Professor: Oliver Sutton MA, MPhil

Brand Barcelona: Marketing the Global City will critically examine the success of the ‘Barcelona Model’ of urban redevelopment, paying particular attention to the way in which marketing has extended its sphere of influence from the selling of commodities to the selling of places. Given the consequent commodification of the city, the question will be raised as to who has benefited and who has lost out in this transformation.

As well as providing a solid foundation in theory the course will also consider contemporary debates over the regeneration of Barcelona and will involve you in an exploration of the ‘invisible city’ that is concealed by Barcelona’s business/tourist friendly façade, through field studies and films. An important part of the assessment will involve project work, through which you will be encouraged to uncover aspects of the city which reveal something about how it is being transformed through its global promotion.

Requirements

A prior interest in one of the following areas would be useful, but not essential: Marketing, communications, PR, urban studies, globalization, economics, real estate, urban social movements, sociology and cities, metropolitan politics.

Learning outcomes

By the end of the course students...

- ... will have a complex and nuanced understanding of the practice of city branding, one which identifies multiple target audiences for a city’s promotional activities, a variety of actors sponsoring such activities and a range of different strategies that can be implemented in the service of such activities.
- ... will be familiar with the promotional activities that Barcelona has used in its recent history and that is currently using, and will have subjected those strategies to a critical evaluation.
- ... will have independently researched one aspect of the city’s promotion, or the impact of the city’s promotional activities on the resident population, and will have communicated their findings to the rest of the class employing communication and critical thinking skills in their evaluation.
- ... will have developed a more sophisticated appreciation of the urban environment and the promotional strategies that are both embedded in that environment and that are used to manage the image of the city, whichever city it may be.

Programme of classes

| Week | Content | Aims |
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| 1 | <p>Introduction to Course- Can places be brands?</p> <p>Fordism, urbanisation and the Spanish consumer boom</p> | <ul style="list-style-type: none"> • To establish a definition for a brand • To establish a framework for thinking about the 'brand' or image of a place • To be familiar with the stage of industrial production called Fordism • To be familiar with the growth of Barcelona and the lax planning regulations during this period |
| 1 | <p>Globalization and Reinventing the Post-Industrial City</p> | <ul style="list-style-type: none"> • To understand globalisation in the context of the end of the social contract of Fordism • To recognise the effect that this transformation of the global economy has had on cities • To make the connection between post-industrialisation and the rise in producer service / consumer service jobs. |
| 1 | <p>Barcelona's protest movements and the beginning of the <i>Barcelona Model</i> - followed by field study</p> | <ul style="list-style-type: none"> • To be familiar with the political situation in Barcelona in the 1970's and 80's, especially the protests of the Neighbours' Associations • To understand the response of the planners and politicians especially with regard to key the policies of esponjamiento, monumentalising the periphery and the creation of new centralities • To see the roots of the 'Barcelona Model' of urban regeneration in this period |
| 1 | <p>The Olympic Games and the consolidation of the Barcelona Model</p> <p>The Olympic Games and Image Management</p> | <ul style="list-style-type: none"> • To be familiar with the term 'Barcelona Model' • To understand how the Olympics were used to transform the built environment • To be aware of how the Olympics were used to project a new image of the city • To look at some of the first marketing campaigns |
| 2 | <p>From Managerialism to Entrepreneurialism and the rise of Place Marketing</p> | <ul style="list-style-type: none"> • To be able to describe the change that has taken place in city governance in the context of broader changes in the global economy • To be familiar with the planning instrument of strategic planning and the principal of public private partnerships |

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| | <p>The redevelopment of Port Vell. The Baltimore connection</p> | <ul style="list-style-type: none"> To identify the strategies and target audiences for place marketers |
| 2 | <p>The redevelopment of Port Vell and the Baltimore connection.</p> <p>Field study to Port Vell</p> | <ul style="list-style-type: none"> To be familiar with the case of Baltimore's inner harbour and its connections with Barcelona To be familiar with the redevelopment of Barcelona's port |
| 2 | <p>Midterm Exam</p> <p>Branding New York in the 1970's and the real estate connection</p> | <ul style="list-style-type: none"> To be familiar with the main actors and motivations behind the branding of New York in the 1970's To make the connection between place branding and real estate interests |
| 2 | <p>The rise of City Branding as a theory and practice in the 2000's</p> <p>From Barcelona Model to Barcelona Brand</p> | <ul style="list-style-type: none"> To be able to describe how the theory and practice of city branding was modelled on corporate branding To be familiar with some brand audits and surveys done on behalf of Barcelona To be able to describe the transition from the 'Barcelona Model' to 'Brand Barcelona' |
| 3 | <p>Branding and the Creative Class, cultural capital and the Pla d'Usos in the historic centre of Barcelona</p> <p>The brand and its discontents</p> | <ul style="list-style-type: none"> To be familiar with Richard Florida's claim that the creative class are the key to cities' success To be able to critically evaluate this claim, making reference to the Pla d'Usos (plan to regulate commercial activity in the historic centre of Barcelona) To be aware of and evaluate the rise of Barcelona en Comú |
| 3 | <p>Field study: the Born- a case study in Gentrification</p> <p>Students work on presentations</p> | <ul style="list-style-type: none"> To observe and catalogue the different socio-cultural and ethnic groups in the Born area of the city and reflect upon how they compete for space within the city |
| 3 | <p>Guest Speaker / Field Study; Jordi Sacristan of Barcelona Activa</p> <p>Students work on presentations</p> | <ul style="list-style-type: none"> To hear about the council's priorities in terms of its branding strategies and to learn about current promotional campaigns being run by the city |
| 3 | <p>Final exam and Student Presentations</p> | |

Required reading

Calavita, N. and Ferrer, A. Behind Barcelona's success story, *Transforming Barcelona*, ps. 47-61

Florida, R. The rise of the creative class. *Washington Monthly*, May 2002

Greenberg, M. Marketing the City in Crisis, in *Consuming the Entrepreneurial City* (eds Cronin, A. and Hetherington, K.) pp. 19-44

Kavaratzis, M. From city marketing to city branding: Towards a theoretical framework for developing city brands, *Place Branding*, Nov. 2004

Kotler, P. The marketing of places. *Marketing Places*, The Free Press, 1993

Sutton, O. *Barcelona and City Branding*; New Left Project:
http://www.newleftproject.org/index.php/site/article_comments/barcelona_and_city_branding