

SHORT-TERM STUDY ABROAD

# City Branding

- **Campus/building.** Villafranca and Almagro
- **Type of course.** In-person
- **Duration.** 2 weeks



Do you know the logo of New York City? Madrid? City Branding is a rapidly expanding practice in which the objective is to build a city's image or imagery as a starting point for developing a city's brand. It is the basis for a policy to pursue economic expansion and, at the same time, serves as a conduit for city residents to identify with their city. This course will bring the students a competitive advantage in the job market, for example in public institutions, advertising & communications companies, and PR agencies, in developing City Branding strategies.

Cities must now rethink themselves. With the Covid-19 crisis, there are a number of possible futures--all of them dependent on how society responds to the economic and cultural aftermath. Hopefully, we will use this situation to rebuild, produce a better and more humane world. Perhaps it may be a good time to rethink how we face challenges like climate change, health safety, housing policies, work environments, or social relationships. Perhaps it's time for opening our minds to future scenarios.

Madrid is one of Europe's main capital cities. The construction of the "Madrid brand", within the so-called "Spain brand", is a collective work involving institutions and companies from many different fields. UCJC is the first university in Spain that offers studies in Urban Management. This is a competitive advantage for gaining skills and impressing future employers. This course is for creative students interested in social sciences, communications, technology, and civic design, students eager to expand their global vision in management, mediation, communications, tourism, branding strategies, place-making, urban prototyping, and cities in general as the most diverse, promising and also challenging World Hubs. One of the main objectives of the course is to train students on the appreciation of the social outcomes of City Marketing and to look at these campaigns not solely as sales endeavours but as positioning the discipline within a social and solidarity economy framework. Providing students with a competitive advantage in the job market is another main goal of this course.

## Learning outcomes

- City Marketing.
- History.
- Scope, scale and relevance.
- Conceptual roots.
- Techniques and methodologies.
- Ethical issues and imperatives/ Current practice and future horizons.
- To know how the “world’s hottest cities” identity has been built.
- To elaborate a City Marketing Project and to defend it within a multidisciplinary team.

## Overview

- 80-hour programme taught over two weeks.
- Complementary Spanish language classes taught by highly qualified native teachers.
- Active methodologies combining masterclasses, workshops and urban field trips.
- Cultural activities and visits (museums, excursions to other cities, etc.).
- All class material costs and room + board (three meals a day) included in tuition.
- MediaLab workshops to document student progress via audiovisuals.
- A maximum of 20 students per class.
- Certificate awarded by University Camilo José Cela.

## Accommodation

Students will live at UCJC’s halls of residence located at the university’s main campus in Villafranca, Madrid, Spain.

**Accommodation included in price:** yes

## Dates

June/July (please enquire if you would like other dates).

Example:

- Date of arrival: 27 June 2021; Date of first class: 28 June 2021.
- Date of last class: 10 July 2021; Date of departure: 12 July 2021.

## Contents

The course workload includes lectures, readings, case-studies, class discussions, and a project based learning workshop, which altogether aims to create an interactive and dynamic environment in class. Each theoretical session (conducted by one of the professors, as specified below) is structured around a combination of course contents, followed by a seminar discussion, encouraging students to situate their own thoughts within a wider framework of knowledge.

Professors hand out brief readings (prior to the beginning of the course) using a flipped class method, as an introductory material to the theoretical sessions and class discussions. Case studies are also provided to clarify the theory explained in lectures classes. Finally, since City Marketing is very multidisciplinary, spanning disciplines from destination marketing through public relations, to brand strategy, export branding, urban and landscape design, as well as cultural and economic policies, among others, a cooperative learning technique (Puzzle Technique) is used as a method to address all these issues. To this end, students are divided into small groups of five people.

To begin with, each group (lead by both professors in charge) learns about one specific City Marketing aspect (Urban and Landscape Design, Marketing, Communications, Business Management and Politics) and becomes an “expert” in the subject. Next, the groups will be formed again, counting on a member of each of the first groups, to address the marketing of a city chosen by the team\*; i.e., each member of the group plays a role within the team, defending her/ his specific interests with regard to the city’s image construction. Thus, as in a puzzle, each piece (each student) is essential to achieve the final goal: the realization of a City Marketing Project.

\* Suggested cities: Madrid, Barcelona, Bilbao, Vitoria, Glasgow, Brussels, New Orleans, Detroit, San Francisco, Singapore, Tokyo, Mumbai, Medellín, Curitiba, Mexico City, Lagos, Sydney. Criteria adopted for selection aims for the class to have an overview of a variety of cities (according to its size, Typology, geographical location, and degree of development) whose brand/ identity could be reviewed and improved. Cities that the professors have researched are also suggested. Students can propose a city of their interest, by means of a statement that justifies their election, prior to the beginning of the course.

## About us

UCJC is one of the youngest and fastest-growing universities in Spain and Europe. Founded in 2000, UCJC is part of SEK Education Group, whose proven track record in teaching excellence stretches back over 125 years. As a young university, UCJC is forward-looking and uniquely placed to bridge the gap between traditional and modern times, through a liberal arts and applied sciences approach to higher education.

The university has four different schools: Communications and Humanities, Education, Health and Technology and Science, offering a range of Spanish and European official undergraduate and graduate programmes.