

**Course title: Global Marketing and Culture of Football Club****Language of instruction:** English**Professor:** Frederic Guerrero-Solé, Hibaí López-González**Professor's contact:** hibai.lopez@upf.edu / frederic.guerrero@upf.edu**Course contact hours:** 45**Recommended credit:** 3 US credits-6 ECTS credits**Course prerequisites:** There are no prerequisites for this course.**Keywords:** Sport, Football, Cultural Studies, Media, Barcelona**Language requirements:** None**Course focus and approach:**

This course has a dual purpose. On the one hand, it analyzes the key role of sport in the European context within the framework of cultural studies, focusing on the historical, sociological and political issues attached to it. On the other hand, the course exemplifies the theoretical approach in 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 how this sport shapes the social, economical and cultural realms, and tries to interpret the different links between the game itself and the dimensions surrounding it: media coverage, aesthetic value, political targeting, public and corporate policies... In that context, FC Barcelona remains a unique case, studied in business schools as an example of global market branding, while passionately lived by millions of fans all over the world. Moreover, Barcelona city offers a privileged standpoint to better understand football as a growing issue within contemporary 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.
- Grasp the links between Barcelona as a contemporary global city and FC Barcelona as a unique team –and club- in football's history.
- Explore the meaning of sport within a culture and be able to interpret sport-related issues through a broader social lens.

**Course workload:**

The course combines required readings with specific viewing assignments and field-studies related to how football is experienced in the city.

**Teaching methodology:**

The teaching methodology will comprise three approaches. First, theoretical lectures will introduce the main contents of the course, and will provide students with a solid understanding of Spanish, European, and Catalanian sports culture and marketing in order to complete their assignments. Theoretical lectures will be accompanied by mandatory reading material. Second, the course will include an on-site class in one of the oldest FC Barcelona social clubs (aka ‘penya’), and will welcome a guest speaker to talk about the development of American sport in Europe. Third, students will be assessed on the basis of an independent ethnographic research about a topic to be discussed with the instructors, a midterm exam, and a final exam.

The course will be taught by two instructors (Dr. Frederic Guerrero-Solé and Dr. Hibaí Lopez-Gonzalez). Each instructor will deliver a module. The final assessment for students will be agreed by both instructors.

**Assessment criteria:**

The course’s assessment will evaluate three inputs: a midterm exam (27%), a final exam (28%), an ethnographic project (project 25% + oral presentation 10%), and class participation (10%).

**Absence policy:**

After the add/drop, all registrations are considered final and **BaPIS Absence Policy** begins to apply. For the academic year 2020-21, such policy is as follows:

*Attending class is mandatory and will be monitored daily by professors. Missing classes will impact on the student’s final grade as follows:*

<b>Absences</b>	<b>Penalization</b>
<i>Up to two (2) absences</i>	<i>No penalization</i>
<i>Three (3) absences</i>	<i>1 point subtracted from final grade (on a 10 point scale)</i>
<i>Four (4) absences</i>	<i>2 points subtracted from final grade (on a 10 point scale)</i>
<i>Five (5) absences or more</i>	<i>The student receives an INCOMPLETE (“NO PRESENTADO”) for the course</i>

*The BaPIS attendance policy **does not distinguish between justified or unjustified absences**. The student is deemed responsible to manage his/her absences.*

*Only absences for medical reasons will be considered justified absences. The student is deemed responsible to provide the necessary documentation. Other emergency situations will be analyzed on a case by case basis by the Academic Director of the BaPIS.*

*The Instructor, the Academic Director and the Study Abroad Office should be informed asap by email without any delay.*

**Classroom norms:**

- No food or drink is permitted in class
- Students will have a ten-minute break after one one-hour session
- Attention during lectures is key: the use of laptops should be restricted to class-related topics

**Weekly schedule**

<b>Week 1</b>		<b>Course presentation</b> <i>Class discussion: CBS 'Sixty Minutes'</i> <b>Report on FC Barcelona + Commercials</b>
<b>Week 2</b>	<b>Europe vs. America (I)</b> <i>Reading and class discussion: van Bottenburg (2011) on continental differences</i>	<b>Europe vs. America (II)</b> <i>Reading and class discussion: van Bottenburg (2011) on continental differences</i>
<b>Week 3</b>	The meaning of sport: <b>A brief history of sport</b>	Ethical Issues (I): <b>Gender</b>
<b>Week 4</b>	Ethical Issues (II): <b>Gambling</b>	Ethical Issues (III): <b>Racism, violence and homophobia</b>
<b>Week 5</b>	Tutoring for ethnographic projects	<b>Guest speaker: Rafa Cervera</b> Former Director of the Barcelona Dragons, and NFL Office in the UK
<b>Week 6</b>	<b>Visit to an FC Barcelona 'Penya'</b> <i>Field trip class on location in a traditional Social Club of FC Barcelona supporters</i>	Mid-term exam
<b>Week 7</b>	<b>FC Barcelona: Culture &amp; Society</b> <i>Reading and class discussion: Burns on Spanish soccer</i>	<b>FC Barcelona: History &amp; Identity</b> <i>Reading and class discussion: F. Foer on the social and cultural meaning of FCB</i>
<b>Week 8</b>	<b>Barcelona-Madrid "El Clásico"</b> <i>Reading and class discussion: Fitzpatrick on contrasting identities</i>	<b>Film: Messi (2014, De la Iglesia)</b> <i>Reading and class discussion: A star is born, the origins and making of L. Messi</i>
<b>Week 9</b>	<b>Football and globalization (I).</b> UEFA: The European Club Footballing Landscape	<b>Football and globalization (II).</b> Revenues, sponsorship, transfers and wages in contemporary football.
<b>Week 10</b>	<b>Football marketing, celebrities and Social Media</b> <i>Reading and class discussion: Guerrero, López &amp; Haynes on media narratives</i>	Oral presentations of ethnographic projects (I)
<b>Week 11</b>	Oral presentations of ethnographic projects (II)	Final exam
<b>Week 11</b>	Revision and office hours	

**Required readings:**

Course reading pack prepared by the two professors and available on-line at Aula Global.

**Recommended bibliography:**

- Ball, Phil. *Morbo. The Story of Spanish Football*. London, WSC Books, 2011.
- Balagué, Guillem. *Pep Guardiola. Another Way of Wining*. London, Orion Publishing, 2013.
- Bale, John. *Landscapes of modern sport*. New York: Leicester University Press, 1994.
- Barthes, Roland. *Mythologies*. London, Vintage Classics, 2000.
- Boyle, Raymond and Haynes, Richard. *Power Play. Sport, the Media and Popular Culture*, Edinburgh University Press, 2009.
- Burns, Jimmy. *La Roja: How Soccer Conquered Spain and How Spanish Soccer Conquered the World*, New York, Nation Books, 2012.
- Crolley, Liz and Hand, David. *Football and European Identity: Historical Narratives Through the Press*, New York, Routledge, 2006.
- Elias, Norbert and Dunning, Eric. *Quest for excitement: Sport and leisure in the civilizing process*, Oxford, Basil Blackwell, 1986.
- Fitzpatrick, Richard. *El Clasico. Barcelona vs. Real Madrid: Football's Greatest Rivalry*. London, Bloomsbury, 2012.
- Franco, Antonio. *El Camp Nou*. Barcelona, Barcanova, 1998.
- Foer, Franklin. *How Soccer Explains the World: An Unlikely Theory of Globalization*. New York, Harper Collins, 2005.
- Gargallo, Santiago. *De Samitier a Ronaldo*. Barcelona, Barcanova, 1998.
- Goldblatt, David. *The Ball is Round: A Global History of Soccer*. New York, Penguin, 2006.
- Guttman, Alan. *A whole new ball game: An interpretation of American sports*. Chapel Hill, The University of North Carolina Press, 1978.
- Hoch, Paul. *Rip off the big game*. New York, Anchor Books, 1972.
- Hornby, Nick. *Fever Pitch*. London, Penguin, 2010.
- Huizinga, Johan. *Homo Ludens: A Study of the Play Element in Culture*. London, Routledge, 2008.
- Hunter, Graham. *Barça: The Making of the Greatest Team in the World*. London, BackPage Press Limited, 2012.
- Jenkins, Henry. *Convergence Culture: Where Old and New Media Collide*. New York, New York University Press, 2008.
- Kuper, Simon. *Football Against the Enemy*. London, Orion Books, 2003.
- Kuper, Simon and Szymanski, Stefan. *Soccernomics*. New York, Nation Books, 2014.
- López-González, Hibai and Guerrero-Sole, Frederic and Haynes, Richard. "Manufacturing conflict narratives in Real Madrid versus Barcelona football matches", *International Review for the Sociology of Sport*, 2012.
- Meneses, Juan Pablo. *Niños futbolistas*. Barcelona, Blackie Books, 2013.
- Perarnau, Martí. *Senda de Campeones. De La Masia al Camp Nou*. Barcelona, Grup 62, 2011.
- Torres, Diego. *The Special One: The Dark Side of Jose Mourinho*. London, Harper Sport, 2014.
- Valdano, Jorge (ed). *Cuentos de Fútbol*. Madrid, Alfaguara, 1995.

- Verdú, Vicente. *El fútbol. Mitos, ritos y símbolos*. Madrid, Alianza, 1980.
- Villoro, Juan. *Dios es redondo*. Barcelona, Anagrama, 2006.
- Wahl, Grant. *The Beckham Experiment: How the World's Most Famous Athlete Tried to Conquer America*. New York, Random House, 2009.
- Wangerin, David. *Soccer in a Football World: The Story of America's Forgotten Game*. Philadelphia, Temple University Press, 2006.
- Williams, Jean. *Globalising Women's Football*. Peter Lang, 2013.
- Williams, Jean. *A Beautiful Game: International Perspectives on Women's Football*, 2007.
- Wilson, Jonathan. *Inverting the Pyramid: The History of Football Tactics*. London, Orion Books, 2008.