Course title: Global Culture and Marketing of Football Club Barcelona
Language of instruction: English
Professor: Manuel Garin
Professor's contact: manuel.garin@upf.edu
Course contact hours: 45
Recommended credit: 6 ECTS credits
Course prerequisites: There are no prerequisites for this course
Keywords: Sport, Football, Cultural Studies, History, Barcelona
Language requirements: None

Course focus and approach:

This is a course that analyzes the key role of football in the European context within the framework of cultural studies, focusing on the historical, sociological and political issues tied to 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 globalized world, both in terms of economical impact and social influence. This course focuses on the links between the game and the different dimensions that surround it: media coverage, symbolic value, political targeting, class and gender issues, or public and corporate policy... FC Barcelona is a unique case study that embodies tensions between European, Spanish and Catalan national identities while arguably being the most accomplished team of the 21st century in terms of game style. But its significance goes beyond the game itself, blending with global marketing strategies and transnational fandom. We will make the best of being located in Barcelona in order to develop ethnographic research to better understand football as a controversial issue within contemporary popular culture.

Learning objectives:

By the end of the course, students will be able to:

Understand the sociological, cultural and historical issues that shape football as a key Catalan, Hispanic and European phenomenon.

Develop a critical view of the game’s media coverage as well as the different communication strategies involved.

Get to know the game’s historical implications in a deeper level, learning to interpret the very styles and structures of football along with its inner symbolism.
Grasp the links between Barcelona as a contemporary global city and FC Barcelona as a unique team—and club—in football’s history.

Visualize and discuss the tensions between culture and marketing, the anthropological and the economic, within the current landscape of monetized sport competitions in a globalized world.

Course workload:

The course combines required readings to be discussed in groups with a variety of assignments and field-studies related to how football is experienced in the city, in order to grasp its historical significance critically. Depending on the public protocols and limitations related to Covid-19, the specific assignments will be adapted to facilitate the student’s work throughout the course.

Teaching methodology:

The course is based on a series of theoretical classes and reading seminars the content of which will be further developed by the students with different tasks and assignments, such as reporting on the media coverage, writing critical essays and making interviews. Other activities involve a field trip to one of the oldest FCB Penyes (social clubs). Groups of four/five students will work together reading and researching about specific topics, in order to present their findings within the classroom to the rest of the group, thus promoting a collaborative pedagogy where the key issues have to be presented and discussed collectively. Each group will showcase their work in two class presentations (reading based+interview based) and deliver a final ethnographic paper.

Assessment criteria:

The course’s assessment will evaluate the following inputs: a reading group presentation (25%), an ethnographic research project (presentation 25% + paper 40%), and class assignments (10%).

BaPIS absence policy

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

<table>
<thead>
<tr>
<th>Absences</th>
<th>Penalization</th>
</tr>
</thead>
<tbody>
<tr>
<td>Up to two (2) absences</td>
<td>No penalization</td>
</tr>
<tr>
<td>Three (3) absences</td>
<td>1 point subtracted from final grade</td>
</tr>
<tr>
<td></td>
<td>(on a 10-point scale)</td>
</tr>
<tr>
<td>Four (4) absences</td>
<td>2 points subtracted from final grade</td>
</tr>
<tr>
<td></td>
<td>(on a 10-point scale)</td>
</tr>
<tr>
<td>Five (5) absences or more</td>
<td>The student receives an INCOMPLETE (“NO</td>
</tr>
<tr>
<td></td>
<td>PRESENTADO”) for the course</td>
</tr>
</tbody>
</table>
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 by email without any delay.

**Classroom norms:**
- No food or drink is permitted in class
- Students will have a ten-minute break after one 1-hour session
- Attention during lectures is key: the use of laptops should be restricted to class assignments

**Weekly schedule:**

<table>
<thead>
<tr>
<th>Week</th>
<th>CLASS 1</th>
<th>CLASS 2</th>
<th>CLASS 3</th>
<th>CLASS 4</th>
<th>CLASS 5</th>
<th>CLASS 6</th>
<th>CLASS 7</th>
<th>CLASS 8</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Football Culture: Anthropo-Geographies Reading: <em>The Illustrated History of Football</em></td>
<td>FC Barcelona: History &amp; Sociology I Reading: <em>How Football Explains The World</em></td>
<td></td>
<td></td>
<td>FC Barcelona: Gameplay &amp; Identity I Reading: <em>Inventing the Pyramid</em></td>
<td></td>
<td></td>
<td>Ethnographic Project Meetings I</td>
</tr>
<tr>
<td>2</td>
<td></td>
<td></td>
<td>FC Barcelona: History &amp; Sociology II Reading: <em>Barça, A People’s Passion</em></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>3</td>
<td></td>
<td></td>
<td>FC Barcelona: Gameplay &amp; Identity II Reading: <em>Another Way of Winning</em></td>
<td></td>
<td></td>
<td>La Masia: Education &amp; Role Models Reading: <em>Senda de campeones</em></td>
<td></td>
<td></td>
</tr>
<tr>
<td>4</td>
<td></td>
<td></td>
<td></td>
<td>FC Barcelona: Gameplay &amp; Identity II Reading: <em>Inverting the Pyramid</em></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>5</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>El Clásico: Politics, Conflict, Nationalism Reading: <em>The Special One</em></td>
<td></td>
<td></td>
</tr>
<tr>
<td>6</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>7</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>Ethnographic Project Meetings II</td>
<td></td>
<td></td>
</tr>
<tr>
<td>8</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>9</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>10</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>11</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>12</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>13</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>14</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>15</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>16</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>17</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>18</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**Week 1**

**CLASS 1**
Football Culture: Anthropo-Geographies
Reading: *The Illustrated History of Football*

**CLASS 2**
FC Barcelona: History & Sociology I
Reading: *How Football Explains The World*

**CLASS 3**
FC Barcelona: History & Sociology II
Reading: *Barça, A People’s Passion*

**CLASS 4**
FC Barcelona: Gameplay & Identity I
Reading: *Inventing the Pyramid*

**CLASS 5**
FC Barcelona: Gameplay & Identity II
Reading: *Another Way of Winning*

**CLASS 6**
La Masia: Education & Role Models
Reading: *Senda de campeones*

**CLASS 7**
El Clásico: Politics, Conflict, Nationalism
Reading: *The Special One*

**CLASS 8**
Ethnographic Project Meetings I

**Week 5**

**CLASS 9 / GROUP READING 1**
Football and War, Combat Narratives
Reading: *Dynamo*

**CLASS 10 / GROUP READING 2**
Football: Totalitarian vs. Democracy
Reading: *Football Against The Enemy*

**CLASS 11 / GROUP READING 3**
Football, Hooliganism & Mob Mentality
Reading: *Among The Thugs*

**CLASS 12 / GROUP READING 4**
Football and Bonding: Being a Fan
Reading: *Fever Pitch*

**CLASS 13**
Ethnographic Project Meetings II

**CLASS 14 / GROUP READING 5**
Football and Patriarchy: Gender Gaps
Reading: *A Beautiful Game*

**CLASS 15 / GROUP READING 6**
Football and Children: Miss-Educations
Reading: *Niños futbolistas*

**CLASS 16 / GROUP READING 7**
Football, Wellbeing and Public Policy
Reading: *Soccernomics*

**Week 8**

**CLASS 17**
Football & Storytelling: Hero’s Journey
Reading: *La jugada de mi vida*

**CLASS 18**
Football & Storytelling: *Messi (2014)*
Reading: *Fútbol y Cine*
Week 10

<table>
<thead>
<tr>
<th>CLASS 19</th>
<th>CLASS 20</th>
</tr>
</thead>
<tbody>
<tr>
<td>Reading: <em>The Barcelona Legacy</em> J. Wilson</td>
<td>Reading: <em>Sport and Film</em> Séan Crosson</td>
</tr>
</tbody>
</table>

Exams

<table>
<thead>
<tr>
<th>EXAM PERIOD</th>
<th>EXAM PERIOD</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ethnographic Project Presentations I</td>
<td>Ethnographic Project Presentations II</td>
</tr>
</tbody>
</table>

Last revision: April 18th 2021

Required readings:

Course reading pack prepared by the professor and available on-line at Aula Global (the specific works and authors are detailed within the previous weekly scheduled)

Recommended bibliography:


