



BARCELONA SUMMER PROGRAM SUMMER 2021 COURSES

INTERNSHIP: May 22– July 17 (8 weeks)

SESSION A: June 5– July 17 (6 weeks)

SESSION B: June 5– June 26 (3 weeks)

SESSION C: June 26– July 17 (3 weeks)

Session	Dates	Length	# of courses chosen from session(s)	Total # of Credits
Internships and Consulting Projects	May 22 – July 17, 2021	8 weeks	2 courses (one course can be from sessions A, B, or C)	6
A	June 5 - July 17, 2021	6 weeks	2-3 courses from sessions: A A+B A+C B+C Or A+B+C	6-9
B	June 5 - June 26, 2021	3 weeks	1 course from session B	3
C	June 26 - July 17, 2021	3 weeks	1 course from session C	3

INTERNSHIPS AND CONSULTING PROJECTS: May 22 – July 17 (8 weeks)

Students can choose 1-2 courses (one course can be from sessions A, B, or C)

See above chart for more information

(3-6 credits)

Except where noted, all courses carry 3 credits.

**CON/BUS/
COM 342**

GLOBAL CONSULTING PROJECTS

In this course, students apply the core elements of organizational consulting to real-life scenarios across a variety of industries. A large part of the course contains an industry-specific consulting project led by a professor in partnership with international organizations, where the organizations present a problem for the students to solve. Students work in groups and use strategic consulting practices to provide recommendations on how the company can optimize the social, managerial, and technological aspects of organizational performance. At the end of the course, students share their recommendations with the organization through a professional presentation.

8 weeks

SESSION A: June 5 – July 17 (6 weeks)

Students in Session A can choose 2-3 courses from Sessions A, B and C.

See above chart for more information.

(6-9 credits)

Except where noted, all courses carry 3 credits.

ART/ART HISTORY/ARCHITECTURE		
ART 311A SESSION A	CAPTURING BARCELONA THROUGH PHOTOGRAPHY This course will explore digital photography as a tool to view different aspects of Spanish society (and ourselves within that society) through various photographic exercises and assignments. Students will receive the tools to read photography and construct an idea through images. At the end of the course the students will produce a portfolio of the work done. Lectures will cover the History of Photography, with a special attention to photo-reportage, Spanish photographers, technical aspects related to photography production. The course introduces technical process of digital photography, from camera operation and the essential techniques of image capture with camera, image management with imaging related software. Classroom discussions and assigned readings will help student develop the critical skills used to understand how photographs function aesthetically and conceptually as how they are used in contemporary society and culture.	6 weeks
ACT 320A SESSION A	ARCHITECTURAL HISTORY OF SPAIN This course will look at the history of architecture and urban design in Spain. Beginning with a brief introduction of the ancient styles (from the first civilization of the Iberian Peninsula), it will focus on developments in architecture and urban planning in Spain from the first century A.D. until the contemporary period. Special attention will be paid to the 19 th and 20 th centuries in Barcelona, and several relevant field visits will be made.	6 weeks
BUSINESS		
BUS 305A SESSION A	GLOBAL MARKETING Exploration of basic knowledge of global marketing focusing on the impact of environment on the strategies used by firms and the understanding of consumer behavior management as it relates to the development and implementation of global marketing strategies.	6 weeks
BUS 318A SESSION A	BUSINESS OF SOCIAL MEDIA This course is designed to help students understand how business and marketing have (and have not) changed due to the rise of social media and changes in various underlying contextual factors, such as dramatically increased speed of information dissemination across consumers and brands. Note that this course is NOT about specific online social media platforms students may know well from a user perspective (e.g., Facebook, Twitter, Instagram, Snapchat). The emphasis of this course is instead on understanding audiences' social interactions, examining the various social media channels available to marketers, learning how to build social media strategies, and practicing how to track their effectiveness.	6 weeks
COM 318A SESSION A	INTERCULTURAL COMMUNICATION The main differences the course focuses on are nationality, race, class, gender and religion. Students will study and observe how different identities under those categories affect people's perceptions of themselves as individuals, themselves within their groups, themselves within other groups, and how those perceptions affect the way they communicate and interpret messages. In response to the changes in the way we communicate due to communication, the course will also focus on the impact of technology on intercultural communication as well as the ways that different cultures utilize the various forms of social media platforms.	6 weeks
FILM		
FLM 356A SESSION A	SPAIN AS SEEN THROUGH ITS MOVIES This course will investigate the ways in which film narratives interrogate the role of place, space, and culture in understanding Spain today. Students will learn how to critically examine the connection between content (Spain in global context), intertextual elements (theatre, painting, architecture), and overall cinematic form.	6 weeks
GEOGRAPHY		
GEO 345A SESSION A	ANALYZING AND EXPLORING THE GLOBAL CITY Multi-disciplinary course that analyzes the cultural history of Barcelona as a reflection of the political and cultural history of contemporary Spain. Field study excursions and dynamic interaction with city environment are part of the course, which incorporates Urban Studies, Hispanic Studies, Cultural Studies, and Anthropology.	6 weeks
POLITICAL SCIENCE / INTERNATIONAL RELATIONS / SOCIOLOGY		
COM/IR 316A SESSION A	MEDIA AND CONFLICT This course examines the role media play in the progression and public perceptions of conflict. Relevant topics will include media and military intervention, portrayals of protest movements, and news and entertainment coverage of crime, rumors, domestic politics, violence, and ethnicity.	6 weeks
LANGUAGE CLASSES		
SPA 101A SESSION A	BEGINNING SPANISH I (4 UNITS) Intensive practical introduction to Spanish for those with little or no previous study.	6 weeks

SESSION B: June 5 – June 26 (3 weeks)
Students in Session B may choose 1 course.

Except where noted, all courses carry 3 credits.

PSYCHOLOGY

<p>PSY 332B SESSION A</p>	<p>CROSS-CULTURAL PSYCHOLOGY This course offers an understanding of how culture influences our behavior from a cultural psychology perspective. Through the lenses of cultural psychology, we consider how embedded culture is in our lives, how vital a cultural perspective is in understanding the lives of others and the importance of a cultural lens in academic psychology. It is a unique opportunity for you to combine academic learning with personal development, as well as understand the influence of your culture on your behavior, your intercultural interactions and your cultural adjustment during your study abroad period and eventually your personal and professional life on returning home. Being in a new cultural context while learning about cultural psychology promotes self-awareness and learning and brings many concepts to life.</p>	<p>3 weeks</p>
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SESSION C: June 26 – July 17 (3 weeks)
Students in Session C may choose 1 course.

Except where noted, all courses carry 3 credits.

BUSINESS

<p>BUS 358C</p>	<p>SPORTS IN CATALONIA, SPAIN & EUROPE – A CULTURAL APPROACH Sport is an integral part of Spanish society that affects all levels of life from social institutions to government and law. A recent example of this is the Catalan government deciding to ban bullfighting – an age-old tradition that demands great respect in other parts of Spain. This course uses sport as a prism to understand the Spanish society. We begin with a theoretical foundation of sport and society, then delve more specifically into sports in Spain and Catalonia covering topics such as history, politics, gender, gambling, racism, media influence, violence, and identity.</p>	<p>3 weeks</p>
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PSYCHOLOGY

<p>PSY 230C SESSION C</p>	<p>HUMAN SEXUALITY This course will discuss past and present analysis on research and historical underpinnings influencing the cultural evolution of sexuality across cultures. Sexual behaviors and identity will be discussed through personal development, culture, and biological influences as well as the influence of attitudes, behaviors, knowledge, practices and myths on human sexuality. Course content will also examine sexuality throughout different developmental stages. May include visits to local clinics and possible interviews with mental healthcare professionals in Barcelona.</p>	<p>3 weeks</p>
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SOCIOLOGY/CROSS-CULTURAL STUDIES

<p>SOC/CCS 358C SESSION C</p>	<p>SPORTS IN CATALONIA, SPAIN & EUROPE – A CULTURAL APPROACH Sport is an integral part of Spanish society that affects all levels of life from social institutions to government and law. A recent example of this is the Catalan government deciding to ban bullfighting – an age-old tradition that demands great respect in other parts of Spain. This course uses sport as a prism to understand the Spanish society. We begin with a theoretical foundation of sport and society, then delve more specifically into sports in Spain and Catalonia covering topics such as history, politics, gender, gambling, racism, media influence, violence, and identity.</p>	<p>3 weeks</p>
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