



## 課 綱 Course Outline

### 管理學院管理科學與財金國際學士學位學程學士班

中文課程名稱 Course Name in Chinese	品牌管理				
英文課程名稱 Course Name in English	Brand Management				
科目代碼 Course Code	MSF_10440	班 別 Degree	學士班 Bachelor' s		
修別 Type	學程 Program	學分數 Credit(s)	3.0	時 數 Hour(s)	3.0
先修課程 Prerequisite					
課程目標 Course Objectives					
Brand is a critical asset of the firm. A successful global brand needs continuous investment and management efforts. This course aims to provide students with necessary knowledge and skills on how to develop a global brand. Basic concepts, theories and tools for developing successful brands are introduced in this course. Thus students will learn how to brand a new product and apply brand knowledge and skills to craft proactive, creative and effective brand strategies and programs.					
系教育目標 Dept.'s Education Objectives					
1	培育具備良好數量分析能力之管理人才。 Cultivating management professionals with outstanding ability in quantitative analysis.				
2	培育具備財務金融專業知識之人才。 Cultivating professionals with finance-specific knowledge.				
3	培育具備國際視野與外語溝通能力之人才。 Cultivating professionals with a global vision and the ability in foreign-language communication.				
4	培育具備決策分析與問題解決之技能的管理人才。 Cultivating management professionals with knowledge and skills in decision analysis and problem solving.				
系專業能力 Basic Learning Outcomes				課程目標與系專業能力相關性 Correlation between Course Objectives and Dept.' s Education Objectives	
A	能以數量方法分析與解決問題。 Using quantitative methods to analyze and solve problems.			●	

B	具備財務金融領域之分析能力。 Equipped with the ability to analyze finance.	○
C	能善用資訊科技進行資料分析、統整與呈現。 Using information technology to analyze, integrate, and present data.	●
D	具備國際視野與專業外語能力。 Equipped with a global vision and specialized foreign language proficiency.	●
E	具備掌握財經時事議題及研判財經趨勢之能力。 Equipped with the ability to master topics of finance and economy, and other current news, and to diagnose financial and economic tendencies.	○
F	具備一般管理的基礎知識。 Equipped with basic knowledge of management in general.	●

圖示說明 Illustration : ● 高度相關 Highly correlated ○ 中度相關 Moderately correlated

#### 課程大綱 Course Outline

The course aims to provide students with the basic knowledge of brand management. The course introduces students with principles of branding, brand equity, and the brand management. By the end of the semester, students are expected to acquire the basic understanding of how brands play in building a firm. It is expected that students would be able to build the brand strategy of a firm for a domestic and international market.

資源需求評估（師資專長之聘任、儀器設備的配合．．．等）  
Resources Required (e.g. qualifications and expertise, instrument and equipment, etc.)

#### 課程要求和教學方式之建議 Course Requirements and Suggested Teaching Methods

The course will use Strategic Brand Management 4/e, Keller, Pearson as the reference textbook. Teaching method would be lectures, case studies, projects, and discussions,

#### 其他 Miscellaneous