請尊重智慧財產權,合法影印資料並使用正版教科書。

Please consult Intellectual Property Rights before making a photocopy. Please use the textbook of copyrighted edition.

②國玄東華大學

教學計劃表 Syllabus

課程名稱(中文) Course Name in Chinese	全球品牌經營與	·管理實務		學年/學期 Academic Year/Semester		113/2	
課程名稱(英文) Course Name in English	Global Brand and Management Case Study						
科目代碼 Course Code	MSF_10440	系級 Department 學三 & Year		開課單位 Course-Offering Department	管理科學與財金國際學士 學位學程		
修別 Type	學程 Program	學分數/時間 Credit(s)/Hour(s)		3.0/3.0			
授課教師 Instructor	/夏締青						
先修課程 Prerequisite							

課程描述 Course Description

The course aims to provide students with basic knowledge of international 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.

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.

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

授課進度表 Teaching Schedule & Content

週次Week	內容 Subject/Topics	備註Remarks
1	Introductory Class	
2	Brands and brand management	
3	Customer based brand equity	
4	Activity/Movie Class	
5	Brand resonance and Brand elements	
6	Marketing program for building brand equity	
7	Integrating marketing communication	
8	Activity/Movie Class	
9	期中考試週 Midterm Exam	
10	Secondary brand associations and Brand equity measurement	
11	Sources of brand equity	
12	Outcomes of brand equity	

13	Activity/movie Class					
14	Brand extensions and naming					
15	Managing brands over time					
16	International branding					
17	Report presentation					
18	Supplementary Teaching					
	教學策略 Teaching Strategies					
	✓ 課堂講授 Lecture ✓ 分組討論Group Discussion					
教學創新自評Teaching Self-Evaluation						
創新教學(Innovative Teaching)						
✓ 問題導向學習(PBL) ■ 團體合作學習(TBL) W 解決導向學習(SBL)						
翻轉教室 Flipped Classroom						
社會責任(Social Responsibility)						
✓ 在地實踐Community Practice						
跨域合作(Transdisciplinary Projects)						
☑ 跨界教學Transdisciplinary Teaching ☐ 跨院系教學Inter-collegiate Teaching						
■ 業師合授 Courses Co-taught with Industry Practitioners						
其它 other:						

學期成績計算及多元評量方式 Grading & Assessments									
配分項目	配分比例 Percentage	多元評量方式 Assessments							
Items		測驗 會考	實作 觀察	口頭 發表	專題 研究	創作 展演	卷宗 評量	證照 檢定	其他
平時成績 General Performance	10%								
期中考成績 Midterm Exam	20%								
期末考成績 Final Exam	30%								
作業成績 Homework and/or Assignments	20%								
其他 Miscellaneous (Presentation)	20%								

評量方式補充說明

Grading & Assessments Supplemental instructions

教科書與參考書目(書名、作者、書局、代理商、說明)

Textbook & Other References (Title, Author, Publisher, Agents, Remarks, etc.)

Strategic Brand Management, 5E, Keller & Swaminathan, Pearson

課程教材網址(含線上教學資訊,教師個人網址請列位於本校內之網址)

Teaching Aids & Teacher's Website(Including online teaching information.

Personal website can be listed here.)

其他補充說明(Supplemental instructions)